2015

ECON 300-03 International Trade and Business Environment

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Course Description

This course will introduce you to concepts, themes, ideas, notions, and practices related to International Business. What is unique about international business and why is it becoming imperative to learn about it? International business is unique because it involves commercial engagements at a global scale. Crossing borders and navigating the terrain of diverse national and international rules, international business calls for a cross-cultural and multi-dimensional approach to “doing business.” Further, it is imperative to learn about international business at this historical juncture because more and more companies are either selling their goods and services in foreign countries or sourcing inputs from various regions of the world. Thus, in one way or the other, companies are engaging in international business transactions.

What then is the key to success in international business? To be a successful in international business it is vital that we gain an understanding of the complex cultural, political, economic, and legal contexts or “environments” within which business takes place. To effectively participate in the exciting ever-changing world of global business we need to build a knowledge base that will allow us to interact, transact, and engage with people in diverse settings across the world. Always keeping the variability of culture and people in mind, this course will focus on globalization and its effects, the changing face of international trade and foreign direct investments, international monetary systems, and management issues like strategies for international operations, marketing, and human resource management.

Required Text

**Requirements**

In addition to lectures, I will assign several exercises (both in-class and homework) which will help you to apply the concepts explored in class. We will also review visual materials like documentaries and video clips based on which you are expected to lead off discussions and engage in critical thinking and learning of issues that are of interest to you.

You are also required to write a term paper that is modeled after a case study for an international business, see the assigned textbook for some examples. The case study should weave a story around: the company’s (historical) background and context within which is does business; the company’s products and services; the company’s core competency relative to its products/services; how the company internationalized its operations; the company’s strategies for specific products/services; the company’s choice of entry modes for specific countries/regions; the company’s organization of their operations etc. The case study should be approximately six pages (double spaced). You need to provide details on references used to write your case study. The final version of your term paper is due on May 1, 2015 term papers will not be accepted beyond the end of our class on May 1, 2015. Failure to submit the paper by the due date will result in a grade of zero for the term paper. Any evidence of plagiarism will lead to a grade of zero for the entire course.

**Grading Policy**

The final grade will be determined via two mid-term exams, a term paper, several assigned problems (homework and in-class), a final exam, and class participation. Your final grade will be determined based on the following weights:

- Assigned Problems: 20.0%
- Term Paper: 5.0%
- Mid-Term Exam I: 22.5%
- Mid-Term Exam II: 22.5%
- Final Exam: 25.0%
- Class Participation: 5.0%

Unexcused absences from exams or in-class assigned problems will result in a grade of zero. Assigned homework problems will not be accepted past the due date. Make-up exams will be offered only if pre-arranged with me or under extraordinary (verifiable) circumstances where alternative arrangements could not have been made in advance. A tentative schedule for the exams appears in the ‘Course Outline’ section below.
The final grade will be based on the following scale:

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<th>Grade</th>
<th>Minimum</th>
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<td>A</td>
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**WCB Mission Statement**

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We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.
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**Course Outline**

**Week 1**
- January 13  Introduction (General)
- January 15  Chapter 1 (Globalization)

**Week 2**
- January 20  Chapter 1
- January 22  In-Class Exercise

**Week 3**
- January 27  Chapter 2 (Cross-Cultural Business)
- January 29  Chapter 2
Week 4
February 3  In-Class Exercise
February 5  Chapter 3 (Politics, Law, and Business Ethics)

Week 5
February 10  Chapter 3
February 12  In-Class Exercise

Week 6
February 17  Chapter 4 (Economic Systems)
February 19  Chapter 4 and Review for Exam 1

Week 7
February 24  Exam 1
February 26  Chapter 5 (International Trade)

Week 8
March 3  Spring Break
March 5  Spring Break

Week 9
March 10  Chapter 5
March 12  In-Class Exercise

Week 10
March 17  Chapter 6 (Government-Business Trade Relations)
March 19  Chapter 6

Week 11
March 24  Chapters 7/13 (Foreign Direct Investments and Market Entry Modes)
March 26  Review for Exam II
Week 12
March 31  Exam II
April 2  Easter Break

Week 13
April 7  Chapters 7-13
April 9  Chapters 9-10 (International Monetary Systems)

Week 14
April 14  Chapters 9-10
April 16  Chapters 9-10

Week 15
April 21  In-Class Exercise
April 23  Chapter 11

Week 16
April 28  Chapter 11
April 30  Concluding Discussions

Week 17
May 7  Final Exam (8:30 - 10:20 pm)

Note: I reserve the right to change the syllabus as necessitated by circumstances. However, any alterations to the syllabus will be made in as timely a fashion as possible.