2012

ECON 300-01 International Trade and Business Environment

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Instructor: Dr. Suparna Chatterjee
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Class Time: 10:30 - 11:20 pm
Class Room: Smith Hall 349
Office Hours: MWF: 12:30 - 2:00 pm

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 four 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 April 27, 2012. Term papers will not be accepted beyond the end of our class on April 27, 2012. 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:

A $\geq$ 93%
93% $>$ A- $\geq$ 90%
90% $>$ B+ $\geq$ 87%
87% $>$ B $\geq$ 83%
83% $>$ B- $\geq$ 80%
80% $>$ C+ $\geq$ 77%
77% $>$ C $\geq$ 73%
73% $>$ C- $\geq$ 70%
70% $>$ D+ $\geq$ 67%
67% $>$ D $\geq$ 63%
63% $>$ D- $\geq$ 60%
60% $>$ F

**WCB Mission Statement**

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**Course Outline**

**Week 1**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 9</td>
<td>Introduction (General)</td>
</tr>
<tr>
<td>January 11</td>
<td>Chapter 1 (Globalization)</td>
</tr>
<tr>
<td>January 13</td>
<td>Chapter 1</td>
</tr>
</tbody>
</table>

**Week 2**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 16</td>
<td>No Class (Martin Luther King Day)</td>
</tr>
<tr>
<td>January 18</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>January 20</td>
<td>In-Class Exercise</td>
</tr>
</tbody>
</table>

**Week 3**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 23</td>
<td>Chapter 2 (Cross-Cultural Business)</td>
</tr>
<tr>
<td>January 25</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>January 27</td>
<td>Chapter 2</td>
</tr>
</tbody>
</table>
Week 4
January 30  Discussion/In-Class Exercise
February 1  Chapter 3 (Politics, Law, and Business Ethics)
February 3  Chapter 3

Week 5
February 6  Chapter 3
February 8  In-Class Exercise
February 10 Chapter 4 (Economic Systems)

Week 6
February 13 Chapter 4
February 15 Chapter 4
February 17 In-Class Exercise

Week 7
February 20 Chapter 5 (International Trade)
February 22 Review for Exam
February 24 Exam 1

Week 8
February 27 Chapter 5
February 29 Chapter 5
March 2

Week 9
March 5 No Class (Spring Break)
March 7 No Class
March 9 No Class

Week 10
March 12 In-Class Exercise
March 14 Chapter 6
March 16 Chapter 6
**Week 11**

March 19  
Chapter 6

March 21  
Chapters 7-13 (Foreign Direct Investment and Selecting Entry Modes)

March 23  
Chapters 7-13

**Week 12**

March 26  
Chapters 7-13

March 28  
Review for Exam

March 30  
**Exam 2**

**Week 13**

April 2  
Chapters 9-10 (International Monetary Systems)

April 4  
Chapters 9-10

April 6  
No Class (Easter Break)

**Week 14**

April 9  
No Classes (Easter Break)

April 11  
Chapters 9-10

April 13  
Chapters 9-10

**Week 15**

April 16  
Chapters 9-10

April 18  
Chapter 11 (International Strategy)

April 20  
Chapter 11

**Week 16**

April 23  
Chapter 11

April 25  
Concluding Discussions

April 27  
Review for Final Exam

**Week 17**

May 2  
**Final Exam (10:30 am – 12:20 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.*