2015

BUAD 550-W16 International Business

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BUAD 550: INTERNATIONAL BUSINESS
SP 2015 West Chester

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Dr. David Yi</th>
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<tbody>
<tr>
<td>Office Hours</td>
<td>by appointment</td>
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WCB MISSION STATEMENT

“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

COURSE OVERVIEW

In today’s highly competitive global economy, it is important to understand how firms can create new profit opportunities and manage the risk of doing business across different countries. Managing a business abroad is different from managing a business at home due to cultural, political, economic, legal, currency and institutional differences. This course will enhance your understanding of how firms succeed in an environment characterized by all these differences. In addition, it will give you the knowledge and skills necessary for identifying and designing appropriate strategies for international business.

COURSE MATERIAL


Supplementary Materials: Newspaper Articles, Research Articles and Power Point Slides

GRADING

Your scores are based on the following components:

<table>
<thead>
<tr>
<th>Components</th>
<th>Weight</th>
<th>Breakdown</th>
<th>Dates</th>
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<tbody>
<tr>
<td>2 Exams</td>
<td>70%</td>
<td>35%, 35%</td>
<td>February 18 (in class) and March 25 (take home)</td>
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<tr>
<td>Weekly Quizzes</td>
<td>30%</td>
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<td>10-15 minute quiz in the beginning of each class</td>
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Exams: Exams may consist of essay questions and problem-solving questions. If you miss an exam due to a documented emergency, the weight of your other exams may be increased to take account of the lost credit or we may arrange a separate time to take a make-up exam. If you have a conflict with these dates, please bring them up to my attention as soon as possible. It may not be possible to accommodate any last-minute requests.
NO MAKE-UP QUIZZES!

COURSE POLICIES

Attendance: Attending class and taking your own lecture notes is critical to performing well in this class. If you miss a class, you are responsible for bringing yourself up-to-date with all the material covered and any announcement given in class.

Class Demeanor: This course is designed for working professionals and would-be professionals. You are expected to behave accordingly. This means no rude behaviors in class such as reading newspapers, other textbooks, using your smart phones or laptop computers or eating food (hamburgers, pizzas, etc). Such behavior will negatively affect your final grade. You are more than welcome to bring your source of caffeine such as coke or coffee.

Academic Dishonesty: A grade of zero will be given on the assignment on which cheating is detected. In addition, the incident will be reported to the Dean of Students.

GENERAL COMMENTS

• The best way you can learn something in this class is by coming to class regularly and participating actively. If you show me that you have a sincere desire to learn, I will do my best to work with you.

• Do not hesitate to ask questions, especially if you do not understand something or if something seems important. Talk to me outside of class, if necessary. I also check my email regularly.

• Keep up with your readings. Review the assignments carefully. Most importantly, do all of these things early; do not wait until just before an exam to find out whether you can understand the course material.
TANTATIVE COURSE OUTLINE

I. Intro to International Business

Week 1 (Jan 7)
What is Globalization and Why globalization (comparative advantage)?  Ch 1
Free market and Market efficiency
National Differences in Political Economy  Ch 2

II. Measuring Economic Growth/Well-being

Week 2 (Jan 14)
Measuring Economic Growth, Basic Macroeconomic Indicators  PPS

Week 3 (Jan 21)
Growth Theory and Determinants of Economic Growth  PPS

III. What can our government do?

Week 4 (Jan 28)
Macroeconomic Equilibrium, Macroeconomic multipliers  PPS
Macroeconomic policy tools: Fiscal policy

Week 5 (Feb 4)
Macroeconomic policy tools: Monetary policy  PPS

Week 6 (Feb 11)
Currency Exchange Market  Ch 10

Week 7 (Feb 18)
Midterm Exam: 120 minute exam (6-8PM). February 18

IV. Basic Economic Theories in International Trade

Week 8 (Feb 25)
International Trade Theory  Ch 5

Week 9 (March 4)
Foreign Direct Investment  Ch 7

Week 10 (March 11)
The Political Economy of International Trade (Trade policy tools)  Ch 6
V. Culture matters

Week 11 (March 18)
Differences in Culture/ Ethics in International Business
(Lecture by Dr. Hasan Faruq)

Week 12 (March 25)
Take-Home Final Exam