2016

300-03 International Trade and Business Environment

Hasan Faruq
faruqh@xavier.edu

Follow this and additional works at: http://www.exhibit.xavier.edu/economics_syllabi_fall_2016

Recommended Citation
http://www.exhibit.xavier.edu/economics_syllabi_fall_2016/13

This Restricted-Access Syllabus is brought to you for free and open access by the Economics Syllabi 2016 at Exhibit. It has been accepted for inclusion in Economics Syllabi Fall 2016 by an authorized administrator of Exhibit. For more information, please contact exhibit@xavier.edu.
Instructor: Hasan Faruq, PhD
Office: Smith 326
Office Hours: Tuesday: 1-2 and 5-6; Thursday: 1-4; also by appointment.
Email: faruqh@xavier.edu
Phone: (513) 745-3054

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, and currency differences. This course aims to enhance our understanding of how firms succeed in an environment characterized by all these differences. We will discuss why countries trade, what are the benefits and costs of free trade, how multinationals operate, and how the global economy impacts traditional business strategies. By the end of the course, you will have hopefully acquired the necessary knowledge to recognize and analyze issues pertinent to international business.

Course Material:

*Global Business Today* by Charles Hill (9th edition). Other editions will be fine as well. Additional readings and course material will be posted in Canvas.

Grades:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Max. possible score</th>
<th>Your score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment #1</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Assignment #2</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Midterm</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Country Report Presentation</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>International Business Plan Presentation</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>International Business Plan Report</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>In-class assignments and participation (instructor’s discretion)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Final</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>160</td>
<td></td>
</tr>
</tbody>
</table>

 Calculate your grade percentage (divide your score by max. possible score)

I will grade and return all assignments to you as soon as possible, except for the final exam and the participation grades, which I will calculate at the end of the semester.

I will use the following scale to calculate your final grade for the course.

- A = 95% and above
- A- = 91-94%
- B+ = 87-90%
- B = 83-86%
- B- = 80-82%
- C = 70-79%
- D = 60-70%
- F = Below 60%

If your final percentage grade falls within 0.5 points of the next letter grade, I will round it off. For example, if your overall percentage for the course is above 82.5, I will round off your grade to 83%.
If you want to calculate your current grade in the course, you may add up all the scores you have been handed back as a percentage of your total score. Then use the grading scale above. For example, if you receive 9 out of 10 in the first assignment and 42 out of 50 in the midterm, your grade in the course based on these scores is \((9+42)\) out of \((10+50)\), i.e. \(51/60 = 85\%\), which is a “B” using the grading scale above.

Since your assignments and exams will be handed back to you (except for the final exam and your class participation grade), I encourage you to use the formula above to calculate your grade in the course. I will not post grades on Canvas but I will be happy to discuss any questions related to your grade.

**Group work:** There is much we can learn from each other in a course like this, so group work will be an invaluable part of this course. We will form groups of 3-4 students, during the first week of class. If anyone is absent during the first week of class, a group will be automatically assigned to them. Once the groups are formed, the groups will be responsible for two presentations that should each last 10-12 minutes and some group homework assignments. Another expected advantage of group work is that if you miss a class for any reason, you already know someone in class who can share with you their lecture notes and any important class announcements. The two group presentations are:

(a) **Country Report Presentation:** These presentations are intended to inform us about what is happening in other parts of the world. Each group will be assigned a different country/region. The presentation should consist of (1) three tips regarding etiquettes and business culture in that country, (2) most popular food items in the country, (3) major languages and capital city, (4) major religious and ethnic groups, (5) average income and wealth distribution in the country, (6) political/economic system (e.g. democratic socialism, capitalism, etc.), and political/economic stability, and (7) update on any recent event (economic, political, social, etc.) in the country that may be of global importance (please spend a little more time on this). You may re-arrange these items in any way you see fit and add other items that may seem relevant to you. The presentation will be graded not only on the items listed above, but also on whether your presentation teaches us something new and important about the country and its society in an organized and engaging manner. Each group should bring a 1 page handout (summarizing their presentation) for everyone in class. The presentation dates will be announced in class.

(b) **International Business Plan Presentation:** The international business plan should build on your Country Report Presentation and present the challenges and opportunities associated with introducing a product/service of your choice for an existing company to the same country you selected for your Country Report Presentation. Information about the company should be brief. The focus of the presentation should be on entry strategy (e.g. export, franchising, FDI, etc.), outsourcing/off-shoring if applicable, competition, and product characteristics. Submit a 2-3 page (double-spaced) written summary of the plan, as well as your presentation slides, by email to me at faruqh@xavier.edu by 5 pm on December 5th. One email per group will be sufficient.

**Exams:** They will be closed book and consist of a mix of problems, short questions, and multiple-choice questions. For the exams, you will be responsible only for the material discussed in class.

**No classes:** We will not hold classes on September 13th (Spirit Celebration), October 6th (Fall Break) and November 24th (Thanksgiving Break).
**Tentative Course Coverage:**

The course coverage and midterm date may change depending on our progress in class. Any changes will be announced in class and in *Canvas*.

**Weeks 1-5**
Theoretical Trade Theory

Globalization
Differences in Culture
Ethics in International Business
National Differences in Political Economy

**Weeks 6-8**
International Trade Theory

Political Economy of International Trade

Midterm Exam, October 4

**Weeks 9-14**

Foreign Direct Investment
Entry Strategy and Strategic Alliances
Global Production, Outsourcing, and Logistics
The Foreign Exchange Market
The International Monetary System
Regional Economic Integration

**Weeks 15-16**
International Business Plan Presentation, December 6th and 8th

Final exam (may include some midterm topics): Thursday, December 15, 8:30-10:20

**Course Policies:**

**Attendance:** Attendance is not required (although be sure to attend your own group’s presentation!) but I strongly encourage you to attend class since having a good set of lecture notes is essential for performing well in this course. Sometimes, we will skip some sections of the textbook, cover some chapters in a different order and rely on outside readings. If you miss a class on a non-exam or non-presentation day, please do not worry about notifying me by email, as I understand everyone may have work and other commitments that may prevent them from attending class. In that case, get the lecture notes from one of your classmates. After reviewing the notes, do not hesitate to talk to me if you have any questions.

**Participation, conduct and assignments:** I remember faces well and I notice how invested students are in the classroom, even when it may seem like I am busy lecturing. So, at the end of the semester, I will factor in your effort and participation (e.g. paying attention in class, answering questions, etc.) and conduct (in class, office hours and email) to determine your participation grade for the course. Please note that this class has a ‘no laptop/tablet PC’ policy. Activities such as leaving classroom during lecture, frequent sidebar conversations and texting on cell phones instead of taking class notes can distract other students and may impact your class participation grade. There will also be several in-class assignments to help check your progress in the course. Your effort in these assignments will also be factored into the calculation of your final grades.
Office Hour: In addition to the office hours stated on the syllabus, I will be glad to make an appointment to see you at other times. If I have an appointment with you in my office and my door is closed, there is a good chance I am either on the phone or getting a bite to eat, so please make sure to knock on the door.

Make-up exam/assignments: If you have a medical/work/family emergency, please make sure to bring official and up-to-date documentation (e.g., a legible note from employer or doctor). If your request is approved, I may adjust the weight of your remaining exams/assignments to make up for lost credit. If you have a conflict with the exam dates listed above, talk to me as soon as possible. The final exam is mandatory. Missing it will result in a grade of zero for the final.

Late submissions: Any written assignments will be due at the beginning of class on the due date. Late submissions will be marked down 20% per day and will not be accepted after the answers are discussed in class or posted online.

Email: If you want to set up an appointment, talk to me about your grades, or discuss why you may miss a class, the best time to get hold of me is usually at the beginning or end of class rather than sending me an email. For longer questions or questions involving graphs/algebra, you are welcome to talk to me in person in my office hours. I am happy to see you in my office! If you use email, kindly use it for short questions (i.e., anything that can be answered in 1-2 lines). Due to the volume of email I receive each semester, please be patient if you do not hear back from me immediately.

Academic dishonesty: Plagiarism on a project/paper, copying classmates' assignments word-for-word or cheating during an exam will result in a grade of "F" for the relevant assignment. In addition, the Dean of the College will be notified about the incident.

Accommodations for disability: Students who require disability accommodations in this class are encouraged to make their requests by sharing their Accommodation Letters with me at the beginning of the semester either during office hours or by appointment. Disability related information is confidential. If you have not previously contacted Disability Services, I encourage you to do so by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail to Cassandra Jones at jonesc20@xavier.edu, to coordinate reasonable accommodations as soon as possible as accommodations are not retroactive.

About this syllabus: I reserve the right to modify the syllabus as needed.

How to do well in this course:

Pay attention in class and take detailed notes. Numerous studies have shown that taking good handwritten notes in class has various cognitive benefits and makes it easier to remember and retain the material. Students have told me in the past that the course material seems easy when explained in class, but surprisingly harder when they review the material at home or when they attempt the homework. So, keep up with the course material and review the course material regularly. 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 will be happy to see you in my office. 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. I may not be able to change your grade after the final exam but if you show a sincere interest to learn from the beginning of the semester, I will do my best to help you get the most out of this course.
WCB Mission Statement:

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

WCB Learning Goals for This Course:

Critical Thinking

*Learning Goal:* WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.
*Corresponding Objective:* WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.

Ethics and Social Responsibility

*Learning Goal:* WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.
*Corresponding Objective:* WCB students will recognize ethical issues and their implications on personal and business decisions.

Effective Written and Oral Communication

*Learning Goal:* WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.
*Corresponding Objectives:* WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.

Global Perspective and Cultural Diversity

*Learning Goal:* WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.
*Corresponding Objective:* WCB students will identify and contrast key attributes of countries’ business environments.