2012

ECON 300-03 International Trade and Business Environment

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International Trade & Business Environment (Syllabus)
Xavier University, Fall 2012
ECON 300-03: Tuesday-Thursday, 10:00 – 11:30, Smith G23

Instructor: Dr. Hasan Faruq
Office: Smith 322
Office Hours: Wednesday-Thursday 1:00-3:00 and by appointment
Email: faruqh@xavier.edu
Phone: (513) 745-3054

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

Learning Goals:
This course aims to fulfill the following learning goals of the Williams College of Business (WCB).

Critical Thinking: WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.

Ethics and Social Responsibility: WCB students will recognize ethical issues and their implications on personal and business decisions.

Effective Written and Oral Communication: 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: WCB students will identify and contrast key attributes of countries’ business environments. WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.

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 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.

Textbook:
The required textbook for this course is Charles Hill, *Global Business Today*, 7th edition (earlier editions will be acceptable). Outside readings will be distributed in class.

Assignments and Grading:
Your final grade will be determined on the basis of: (a) assignments, class participation and discussion (20%), (b) International Business Plan Presentation/Paper (20%) and (c) 2 exams (30% each).
Exams will be a mix of multiple choice questions, short descriptive questions, analytical problems, and essay questions. You may bring a basic calculator for the exam. Cell phones or calculators with a memory function are not permitted.

You will also work in groups of 4-6 students to develop an international business plan by combining your own research with insights obtained from the lectures and the textbook. Your plan should focus on the challenges and opportunities associated with introducing a product/service of your choice for an existing company to a country of your choice. You will be writing a 3-5 page paper (double-spaced, excluding references) about your plan and also make an approximately 10 minute long presentation to the class. All group members should be present during the presentation. Presentations lasting significantly longer or shorter than 10 minutes will receive a grade penalty. Each presentation will be followed by a short Q&A session. Students in the audience will receive participation points for their questions and comments during the Q&A session.

Final grades will most likely be determined according to the following absolute scale expressed as a percentage out of 100 points.

- A = 90% and above
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = Below 60%

Only the final grade for the course will be rounded off. I may curve your grades if the class average is very low, but there is no guarantee that I will do this.

**Important Dates:**

- Exams: October 18; December 13 (8:30-10:20)
- Presentation: December 4 (paper/slides due by email by midnight, December 2, at the latest)
- No class: October 11 (Fall Holiday); November 22 (Thanksgiving)

**Tentative Course Schedule:**

This schedule may change depending on our progress. Any changes will be announced in class.

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COURSE POLICIES

Assignments:
- Assignments are graded for completion and punctuality. They are due at the beginning of class on the due dates. Late assignments will receive a grade penalty.
- Bring 2 copies of the assignment to class on the due dates so that we can go over the answers together in class (no email submissions please).
- Assignments will be handed out well in advance, so if you are likely to miss class on a day on which an assignment will be due, you may submit your assignment to me earlier.

Attendance:
- I encourage you to attend class regularly. Although I will try to follow the textbook closely, the lecture material will not always be organized in the same order as the textbook. So, having a good set of lecture notes is essential for doing well in this class. Anything discussed in class (even if it is mentioned very briefly) will be considered fair game for the exams.
- If you miss a class, please get the lecture notes from one of your classmates. After going through the notes, feel free to talk to me if you have any questions.

Class conduct:
- I will factor in your class conduct during class/office hours/email in determining your final grade. Arriving to class on time and staying in class till it ends, submitting assignments on time, and maintaining a positive and constructive attitude during class will reflect favorably on your final grade.
- I received complaints from some students in the past that they have been distracted by the use of electronic devices (e.g. laptops, ipads, etc.) by the person sitting next to them. So, please minimize the use of these and other non-class related materials during class.

Makeup exams:
- A make-up exam will only be given in the case of a documented emergency and if you notify me in advance. Your documentation (e.g. doctor’s note) should clearly specify why you are unable to come to class on the day of the exam.

Re-grading:
- If you would like me to re-grade the midterm, submit your request in writing on a separate sheet of paper. Write down the question number(s) you want to be re-graded along with the reason for it.
- Re-grading requests must be made within a week of receiving the graded midterm. Upon receiving your re-grading request, I may re-grade the entire exam.

Email:
- Please use email mainly for emergencies or for setting up appointments to see me.
- Questions about assignments, exams, grades, etc. should be addressed to me in person during class or in my office.
- Due to the volume of emails I receive each semester, please be patient if you do not receive an immediate response to your email. Ask your questions well before an exam or assignment due date to receive an answer in time.
- Before sending an email, check this syllabus to see if your question has already been answered.
Other grade-related issues:

Please refrain from requesting a grade increase citing personal reasons. I understand that some students may have personal circumstances that may make it challenging for them to do well in the course. In fairness, everyone faces challenges throughout the term, so it will be unfair to the other students if I only respond to those students who ask for special considerations. If you need to get a good grade in the class, work hard from the beginning. Come to class, pay attention, do the assignments carefully and talk to me whenever you have any questions about anything. I want each of you to succeed in this class and I will do my best to help you with the course material.

Accommodations for disability:

Anyone who feels he/she may need an academic accommodation based on the impact of a disability (e.g.: sensory, learning, psychological, medical, mobility) should contact me to arrange an appointment to discuss your needs as soon as possible. I rely on the Disability Services Office for assistance in verifying your eligibility for academic accommodations related to your disability. If you have not previously contacted Disability Services, I encourage you to do so at 513-745-3280 on the Fifth Floor of the Conaton Learning Commons, Room 514.

About the course:

This is an interesting but challenging course. If you want to do well in this course, you should study both your class notes and the textbook. Start working on the problem sets as soon as they are handed out. Participate in class discussions and feel free to talk to me whenever you have any questions. At the same time, have fun! From past experience, I know that students enjoy seeing real world applications of the concepts they learn in this class. If you feel that the course is moving too fast for you, stop by my office during my office hours or set up an appointment with me. On the other hand, if you are doing very well in the class, please understand that there are other students in class who may have a different background from you, and I may need to accommodate them as well. I want to make the classroom environment relaxed and interactive so that everyone feels comfortable asking questions and participating in class discussions.