

2012

# ECON 300-03 International Trade and Business Environment

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**XAVIER UNIVERSITY**  
**WILLIAMS COLLEGE OF BUSINESS**  
**ECON-300-03 (CAPS) SPRING 2012**  
*INTERNATIONAL TRADE AND BUSINESS ENVIRONMENT*  
January 5<sup>th</sup>, 2012

**Instructor:** David J. Hrovat

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**Office hours:** Before and after class and by appointment

**Class:** 201201-ECON-300-03 Center for Adult and Part time Students

**Location:** ALT, room #222 Thursday evenings 6:00 PM – 8:30 PM

**Williams College of Business Mission Statement:** *“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit Tradition.”*

**Brief course description:** This course is designed to provide students with a strategic overview of international trade and the global business environment. The course assists in understanding the environment in which multi-national corporations operate and interact with a multitude of critical global business and cultural factors. Instruction will feature economic, cultural, financial, and political environments of international trade and will emphasize student participation in class discussion and presentation of case studies.

**Course objectives:**

- #1. Dramatically improve the student’s understanding of key global business issues-
- #2. To better understand the important drivers for a successful global company-
- #3. To acquaint students with important cultural differences that impact business-
- #4. To reaffirm the fact that “best business practices” include impeccable company ethics-

**Grading:** Students will be evaluated on the basis of the following measures.

#1.	Hourly quizzes (4).	Each exam is 15% of the total grade.	60%
#2.	Team case presentations (3).	Each case is 10% of the total grade.	30%
#3.	Individual student personal course paper.		10%
#4.	Total		100%

**Grading scale:**

**A** 93% - 100%   **A-** 90% - 92%   **B+** 87% - 89%   **B** 83% - 86%   **B-** 80% - 82%   **C** > 80%

**Text and Readings:**

Charles W.L. Hill. 8<sup>th</sup> Edition International Business *Competing in the Global Marketplace*. ISBN 978-0-07-813719-8 MHID 0-07-813719-5

**Team assignments, presentations and participation:**

The class is divided into six (6) teams: Hamilton, Butler, Clermont, Kenton, Campbell and Boone. All in-class case presentations will be executed on a team basis. Each productive team member, for each individual team, will receive the same number and letter grade for class presentations. **The instructor reserves the right to issue a separate grade for team assignments, and presentations to under- performing team members.** As this segment represents an important portion of the student's final grade, performance should be taken seriously by each team. Oral presentations should be delivered in a businesslike manner with attention to detail. Power Point is an acceptable presentation format but other formats may also be utilized. Team presentations are scheduled at 30 minutes each.

**Attendance:**

Attendance is recorded and students are strongly encouraged to attend all class sessions.

**Make-up policy:**

Make-up exams may be offered by the instructor for excused absences, only. Make-ups are at the discretion of the instructor and may be in the form of written essay, oral examination or another form suitable to the instructor.

**Cell phones and other electronic equipment:**

The student is encouraged to exercise extreme courtesy toward classmates and the instructor when utilizing electronic equipment. If in the sole discretion of the instructor, use of cell phones, and other devices, is disrupting the classroom environment, the student user will be politely requested to "shutdown" the device.

**Syllabus changes:**

Dates and assignments indicated in this syllabus are subject to change at the discretion of the instructor. Every effort will be made to provide any changes to the class in advance of due dates; however, verbal notification at a class session will constitute sufficient notice.

### **Students with disabilities**

Anyone who feels he/she may need 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 5<sup>th</sup> floor of the Conaton Learning Commons, room 514 or e-mail Cassandra Jones at [jonesc20@xavier.edu](mailto:jonesc20@xavier.edu), to coordinate reasonable accommodations.

### **Team case presentations:**

During the semester, each team will make three (3) case presentations to the class/instructor. Each presentation is 10% of each team member's final grade. The cases are from the textbook and the dates of each presentation are indicated in the course outline. Using the Power Point format (recommended) the team will illustrate the key aspects of the case and propose solutions and conclusions (20-25 visuals) based on data from the case itself, knowledge acquired elsewhere and textbook learning's. The team will lead the class discussion of the case and the instructor will add commentary as required. Vigorous verbal participation by all class members is strongly encouraged.

### **Student Personal Course Paper**

Each student is required to submit her/his Personal Course Paper to the instructor on or before Thursday, April 26<sup>th</sup>. The Personal Paper represents 10% of each student's final grade. The student may choose five (5) topics from the ten (10) choices that are indicated in this paragraph. The students' response to each of five (5) topics should not exceed one page (single-spaced). A "hard copy" of the Personal Paper is required. The ten (10) available choices are: #1. Discuss the pros and cons of increasing globalization for developed, as well as, undeveloped nations. #2. How will successful global managers deal with the most common ethical issues in business? #3. Compare and contrast David Ricardo's theory of Comparative Advantage with New Trade Theory. #4. Describe and discuss Michael Porter's Diamond of Competitive Advantage. #5. The World Trade Organization has assisted with the rapid expansion of global trade. Discuss this statement. #6. Discuss and compare the different levels of regional economic integration. #7. Discuss the strengths and weaknesses of the Euro and the Euro Zone. #8. To date, has the IMF (International Monetary Fund) been successful or not?

#9. Global capital markets are large and growing. Is this a good development for the nations of the world? #10. Why is the interest rate spread better in Eurocurrency Markets than Domestic Markets?

### **COURSE OUTLINE FOR ECON-300-03**

#### **#1. Session January 12th, Thursday 6:00-8:30pm**

Class activity: Opening remarks, course introduction, syllabus review, team formation (6), team meetings, lecture and discussion of study topics.

Assignment for this session: Read chapter #1 (text) and study key topics: opening case page #2, management focus page #8, figure 1.5 page #30, critical thinking and discussion questions page #35 and closing case page #36.

#### **#2. Session January 19th, Thursday 6:00-8:30pm**

Class activity: Lecture and discussion of key study topics

Assignment for this session: Read text chapters #2, and #3. Key study topics are: country focus page #46, critical thinking and discussion questions page #80, opening case page #86, management focus page #106, closing case page #118.

#### **#3. Session January 26th, Thursday 6:00-8:30pm**

Class activity: Lecture and discussion of key topics.

Assignment for this session: Read chapters #4 and #5. Key topics for discussion are: opening case page #122, management focus page #129, closing case page #148, opening case page #158, country focus page #164 and closing case page #189.

#### **#4. Session February 2nd, Thursday 6:00-8:30pm**

Class activity: 1<sup>st</sup> hourly quiz (true/false and multiple choice) and lecture and discussion of key study topics.

Assignment for this session: Read chapter #6. Key topics for discussion are: opening case page #196, country focus page #201, country focus page #209 and closing case page #227.

#### **#5. Session February 9th, Thursday 6:00-8:30pm**

Class activity: Team case presentations (3) and lecture and discussion of key topics.

Assignment for this session: Read chapter #7, study key topics and prepare team presentations. Team Hamilton presents "Globalization at GE" page #36, Team Butler presents "India's transformation" page #81 and Team Clermont presents "Wal-Mart" page #118. Key discussion topics are: country focus page #236 and management focus page #247.

#### **#6. Session February 16th, Thursday 6:00-8:30pm**

Class activity: Team case presentations (3) and lecture and discussion of key topics.

Assignment for this session: Read chapter #8, study key topics and prepare team presentations. Team Kenton presents "Wal-Mart's suppliers" page #148, Team Campbell presents "Ecuadorean Roses" page #189 and Team Boone presents "Global Food Prices" page #227. Key discussion topics are: opening case page #264, country focus page #276 and "NAFTA" case page #298.

#### **#7. Session February 23rd, Thursday 6:00-8:30pm**

Class activity: 2<sup>nd</sup> hourly quiz (True/false and multiple choice) and lecture and discussion of key topics.

Assignment for this session: Read chapter #9 and study key topics. Key discussion topics are: opening case page #310, management focus page #317 and country focus page #326.

**#8. Session March 1<sup>st</sup>, Thursday 6:00-8:30pm**

Class activity: Team presentations (3) and lecture and discussion of key topics.

Assignment for this session: Read chapter #10, study key discussion topics and prepare team presentations. Team Hamilton presents “Mittal Steel” page #261, Team Butler presents “European energy” page #293 and Team Clermont presents “Starbuck’s” page #308. Key discussion topics are: country focus page #352 and country focus page #364.

**MARCH 8<sup>TH</sup> SPRING BREAK AND NO CLASS**

**#9. Session March 15<sup>th</sup>, Thursday 6:00-8:30pm**

Class activity: Team presentations (3) and lecture and discussion of key topics.

Assignment for this session: Read chapter #11, study key discussion topics and prepare team presentations. Team Kenton presents “Hyundai”, Team Campbell presents “China’s managed float” and Team Boone presents “Argentina”. Key discussion topics are: opening case page #374, country focus page #391 and closing case page #395.

**#10. Session March 22<sup>nd</sup>, Thursday 6:00-8:30pm**

Class activity: Lecture and discussion of key topics.

Assignment for this session: Read chapter #12 and study key discussion topics. Key discussion topics are: opening case page #400, management focus page #417, management focus page #420, management focus page #423 and critical thinking and discussion questions page #425.

**#11. Session March 29<sup>th</sup>, Thursday 6:00-8:30pm**

Class activity: 3<sup>rd</sup> hourly quiz and lecture and discussion of key topics.

Assignment for this session: Read chapter #13 and study key discussion topics. The key discussion topics are: opening case page #430, management focus page #436 and management focus page #456.

**APRIL 5<sup>TH</sup> EASTER BREAK NO CLASS**

**#12. Session April 12<sup>th</sup>, Thursday 6:00-8:30pm**

Class activity: Lecture and discussion of key topics.

Assignment for this session: Read chapters #14 and #15. Study key topics. The key topics are: opening case page #468, management focus page #472, management focus page #490, opening case page #520, management focus page #528 and management focus page #529.

**#13. Session April 19<sup>th</sup>, Thursday 6:00-8:30**

Class activity: Team presentations (3) and lecture and discussion of key topics.

Assignment for this session: Read chapter #16, study key topics and prepare team presentations. Team Hamilton presents “Coca Cola” page #426, Team Butler presents “Unilever” page #465 and Team Clermont presents “JCB in India” page #495. The key study topics are: opening case page #542, management focus page #548 and management focus page #555.

**#14. Session April 26<sup>th</sup>, Thursday 6:00-8:30pm**

Class activity: Team presentations (3) and lecture and discussion of key topics.

Assignment for this session: Submit Personal Course Paper, read chapter #17, study key topics and prepare team presentations. Team Kenton presents “IKEA” page #512, Team Campbell presents “Exporting” page #539 and Team Boone presents “Boeing 787” page #564. The key study topics are: opening case page #568, management focus page #583 and closing case page #597.

**#15. Session May 3<sup>rd</sup>, Thursday 6:00-8:30pm**

Class activity: 4<sup>th</sup> hourly quiz, lecture and discussion and workshop.

Assignment: Study for final quiz and each student will be requested to present (read) one answer from the Personal Paper exercise. Comments for improvement of the course outline will be received by the instructor.

**END OF SYLLABUS FOR ECON- 300-03 SPRING 2012**

