ECON 300-05 International Trade and Business Environment

David Hrovat
hrovatd@xavier.edu

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Instructor: David J. Hrovat
Telephone: 859-292-0549 and 513-235-3536
Email: djhrovat@zoomtown.com hrovatd@xavier.edu
Office hours: Before and after class and by appointment

Location: ALT, room #313  Wednesday 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.”

Williams College of Business Learning Goals:
#1. Students will be able to think logically, reason quantitatively and utilize appropriate analytical techniques and technology when evaluating and making decisions.
#2. Students 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.
#3. Students 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.
#4. Students 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.
#5. Students will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.
#6. Students will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.

Brief course description: This course, International Trade and Business Environment, 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 multinational 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 exams (3). Each exam is 10% of the total grade. 30%
#2. Team case presentations (3). Each case is 10% of the total grade. 30%
#3. Individual student personal course paper. 10%
#4. End of class session quizzes (10). Each quiz is 3% of the total grade. 30%
Each quiz will consist of a single essay question relating to the lecture and discussion for that evenings’ session. There is NO MAKE-UP for missed quizzes.
#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:

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. There are **NO MAKE-UPS** for missed quizzes.

**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 5th floor of the Conaton Learning Commons, room 514 or e-mail Cassandra Jones at 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 Wednesday, November 28th. 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-300-05

#1. Session August 22nd, Wednesday 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 August 29th, Wednesday 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: opening case page #44, country focus page #50, opening case page #68 and country focus page #88. Quiz #1.

#3. Session September 5th, Wednesday 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 #98, management focus page #119, opening case page #134 and management focus page #138. Quiz #2.

#4. Session September 12th, Wednesday 6:00-8:30pm

Class activity: 1st **Hourly Exam** for chapters #1-#5 (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 #174, management focus page #200, and closing case page #206.
#5. Session September 19th, Wednesday 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 “Siemens Bribery Scandal” page #166, Team Butler presents “Wal-Mart’s Foreign Expansion” page #167 and Team Clermont presents “Nike: The Sweatshop Debate”. Key discussion topics are: country focus page #217.

#6. Session September 26th, Wednesday 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 “Ecuadorean Rose Industry” page #317, Team Campbell presents “The European Energy Market” page #318 and Team Boone presents “Global Food Prices” page #319. Key discussion topics are: management focus page #266.

#7. Session October 3rd, Wednesday 6:00-8:30pm

Class activity: Lecture and discussion of key topics.
Assignment for this session: Read chapter #9 and chapter #10 and study key topics. Key discussion topics are: country focus page #294 and closing case page #349. Quiz #3.

#8. Session October 10th Wednesday 6:00-8:30pm

Class activity: Lecture and discussion of key topics.
Assignment for this session: Read chapter #11 and chapter #12, study key discussion topics. Key discussion topics are: country focus page #363 and opening case page #386. Quiz #4.

#9. Session October 17th, Wednesday 6:00-8:30pm

Class activity: Team presentations (3) and lecture and discussion of key topics.
Assignment for this session: Read chapter #13, study key discussion topics and prepare team presentations. Team Hamilton presents “Hyundai and Kia” page #410 Team Butler presents “Anatomy of a Currency Crisis” page #410 and Team Clermont presents “Russian Ruble Crisis” page #412. Key discussion topics are: opening case page #416. Quiz #5
#10. Session October 24th, Wednesday 6:00-8:30pm
Class activity: Team presentations (3) and lecture and discussion of key topics.
Assignment for this session: Read chapter #14 and study key discussion topics. Team Kenton presents “Coca Cola page #518. Team Campbell presents “JCB in India” page #520. Team Boone presents “IKEA” page #521. Key discussion topics are: opening case page #446. Quiz #6

#11. Session October 31st, Wednesday 6:00-8:30pm
Class activity: 2nd Hourly Exam for chapters #6 - #14 and lecture and discussion of key topics.
Assignment for this session: Read chapter #15 and study key discussion topics. The key discussion topics are: opening case page #484.

#12. Session November 7th, Wednesday 6:00-8:30pm
Class activity: Lecture and discussion of key topics.
Assignment of this session: Read chapter #16 and chapter #17. The key study topics are: opening case page #528, closing case page #548, opening case page #552 and management focus page #566. Quiz #7

#13. Session November 14th, Wednesday 6:00-8:30
Class activity: Team presentations (3) and lecture and discussion of key topics.
Assignment for this session: Read chapter #18, study key topics and prepare team presentations. Team Hamilton presents “The Rise of the Indian Auto Industry” page #576, Team Butler presents “Ford's Marketing Goes Global” page #580 and Team Clermont presents “AstraZeneca page #638. The key study topics are: management focus page #596. Quiz #8

November 21st                      NO CLASS     Thanksgiving Holiday
#14. Session November 28\textsuperscript{th}, Wednesday 6:00-8:30pm

Class activity: Team presentations (3) and lecture and discussion of key topics.
Assignment for this session: **SUBMIT STUDENT PERSONAL COURSE PAPER**, read chapter #19, study key topics and prepare team presentations. Team Kenton presents “Building the Boeing” page #668, Team Campbell presents “Adopting International Accounting Standards” page #669 and Team Boone presents “Li & Fung” page #670. The key study topics are: management focus page #624. **Quiz #9**

#15. Session December 5\textsuperscript{th}, Wednesday 6:00-8:30pm

Class activity: Lecture and discussion of key topics.
Assignment for this session: Read chapter #20 and study key topics. The key study topics are: opening case page #642 and closing case page #665. **Quiz #10**

#16. Session December 12\textsuperscript{th}, Wednesday 6:00-8:30pm

Class activity: 3\textsuperscript{rd} Hourly Exam for chapters #15-#20 and class workshop. Review of course goals and accomplishments
Assignment for this session: study for the hourly exam.

**END OF SYLLABUS FOR ECON- 300-05 FALL 2012**