

2017

BUAD 550-E17 International Business

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BUAD 550-E17: INTERNATIONAL BUSINESS

SP 2017

Instructor	Dr. David Yi
Office Hours	TR 9am -10am and 11:30am -12:30pm or by appointment
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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

Textbook: Hill, Charles. *International Business: Competing in the International Marketplace*. ANY Ed., New York: McGraw-Hill Irwin.

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

GRADING

Your scores are based on the following components:

<u>Components</u>	<u>Weight</u>	<u>Dates</u>
2 Exams	50%	March 02; May 04
Country Group Project	25% (Content 15%; Presentation 10%)	Feb 21 (Presentation: 21 & 23)
Final Group Project	25% (Content 15%; Presentation 10%)	April 25 (Presentation: 25 & 27)
Class Participation	-10% to 0%	

Class Contribution

As a graduate level class, I expect each of you to bring your skills, abilities, and insight to bear on each class meeting. As such, this course is not simply a unilateral lecture, but more of an omnidirectional learning experience. So contribution is more than just participation. I expect you to open your mouth during class, but what comes out is more important than simply filling the silence. That is to say, quality matters more than quantity. To contribute quality insight, you must come to class AND you must be prepared.

Exams

There will be 2 two in-class/ one hour exams. Each of these will be worth 25% of your final grade, totaling 50%. Exams may consist of essay questions and problems 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. 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.

Country Project

These presentations are intended to inform us about what is happening in other parts of the world. You will be assigned a different country/region. At the minimum, the *country* report 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. Ideally, the presentations should not only list these items but also teach us something new and important about the country and its society. You should bring a 1-page handout (summarizing your presentation) for everyone in class.

Final Project

The final project will build on your country project. You will choose an existing company that does not currently operate in the country you have studied. Then you will create a plan to begin operations in that country. The plans may vary widely based on the products and the countries chosen. Consider all the factors from the country project as well as the competitive environment both at home and abroad. You will present your recommendations for entry to the class as if they were the executive team. Your deliverable will be a report for your entry plan that is not more than 10 double-spaced pages.

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

Week 1 and 2: 1/10-1/19

Economic Growth Theory: Solow Growth Model
Determinants of Economic Growth

Week 3 and 4: 1/24-2/2

The role of government in economic growth
Basic Macroeconomic Theory: Economic Indices; Fiscal Policy; Monetary Policy

Week 5: 2/7-2/9

National Differences in Political Economy (T)

Week 6: 2/14-2/16

Differences in Culture (T)

Week 7: 2/21-23

Country Project Due and Presentations

Week 8: 2/28-3/02

2/28: Midterm Exam Review

3/2: Midterm

Week 9: 3/7-3/9

Spring Break

Week 10: 3/21-3/23

Ethics in International Business (T)

Week 11: 3/28-3/30

International Trade Theory (T)

Week 12: 4/4-4/6

The Political Economy of International Trade: Trade Policy Tools (T)

Week 13: 4/11-4/13

4/13: Easter Break

Week 14: 4/18-4/20

Exchange Market

Week 15: 4/25-4/27

Final Project Due and Presentations

Final Exam: May 04