Course: BUS601 International Business & Economics (3 Credits)
Term: Autumn Term 2014
Instructor: Steve Wang <steve.wang@doane.edu>


Course Summary
Description: This course is an integrative approach to international business from a managerial perspective focusing on both conceptual and empirical issues. It is a survey course that incorporates a geocentric and cultural overview to current developments in international business and economics. Emphasis will be on understanding the international business and economic environment, international business strategy implementation, implications of government policies and the applicability of these concepts to daily work life. Of equal importance is also the honing of student’s critical thinking, analytical and writing skills.

Course Context
Given the recent global financial and economic turbulence, this course continues to examine current government economic stimulus initiatives and economic policies around the world, global trade patterns and corporate responses to the crisis. Students will be introduced to a macroeconomic approach to understanding the critical areas of current economic development from an interdisciplinary viewpoint. BUS601 is a required course for the Doane MAM degree.

Course Assessment

<table>
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<tr>
<th>Assessment Tools</th>
<th>Description of Item</th>
<th>% Weighting</th>
<th>Week Due</th>
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<tbody>
<tr>
<td>Case Memo/s</td>
<td>Written Memos</td>
<td>30%</td>
<td>Class 2, 3, 4</td>
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<tr>
<td>Case Presentation/s</td>
<td>In-depth Case Studies Presentation</td>
<td>30%</td>
<td>Class 4</td>
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<tr>
<td>Research Paper/s</td>
<td>Individual Country Report</td>
<td>30%</td>
<td>October 15</td>
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<tr>
<td>Individual Participation</td>
<td>Attendance and Input in Class Discussions</td>
<td>+/-10%</td>
<td>Class 1-4</td>
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During Autumn Term: Each Class = 1 week in class meeting + 1 week independent assignment

Learning Objectives
Upon completion of this course students will:

1. Learn how cultural and geopolitical differences affect business functions
2. Learn how government economic and trade policies impact global ventures
3. Learn ways companies modify business strategies to compete globally
4. Understand international business risks and risk management approaches
5. Produce report/s detailing factors to consider when doing business internationally
Syllabus
International Business & Economics

Course Structure
This class meets August 23, September 6, September 20 and October 4. Students are expected to attend classes and participate actively in class discussions. The majority of class meetings will be held in a seminar format where class participation includes lectures, current events/news articles, videos, readings and case analyses. Lectures will involve surveying and discussing concepts presented in the assigned readings and information inherent in work experiences. Other class discussions will expand on assigned independent written memos and cases throughout the term.

Case analyses will entail using the knowledge gained from lectures and discussions to interpret, analyze and derive solutions to contemporary international business and economics problems and issues. These are meant to be interactive in nature and include information from prior class sessions or courses. In working with case studies, a principal purpose is to have students apply material learned in class, and from outside research using the “raw” (vs. “cooked”) case studies method.

Course Expectations
Every effort within reason will be made to facilitate student learning in this class. The willingness, however, will be predicated upon individual student’s intellectual curiosity and effort in understanding the content of the course. Evaluation criteria include:

1. Completion of all readings, projects, and exercises before each class session for which they are assigned. Students are expected to be familiar with the theories and cases presented in the textbook as assigned and all other assigned readings. If for some reason students are not prepared, please advise the instructor before the start of the class. This saves embarrassment of being called upon in class.
2. Taking an active role in class activities. All students are expected to contribute to class discussions. Non-participation will be reflected in the final grade.
3. Please inform the instructor of any unexpected absences. It is likely that many students are busy professionals with careers and possibly family obligations that could pose unexpected conflict with class schedules. Flexibility will be offered but students must inform and arrange this in advance with the instructor. Unjustified absences or absences notified after the fact will reflect in final grade.
4. For classroom etiquette, handheld devices (i.e. mobile phones, e-mail and text messaging devices, as well as web surfing, etc.) are not permitted in class.
5. Students need to have a Doane e-mail account for school and provide the address during the first class meeting. Students are responsible to keep up with all course related communications including changes to the syllabus, schedule etc. sent via e-mail so please monitor e-mailboxes regularly.
6. Instructor will use + and/or - grades but will reserve the right to adjust the final grade up or down by as much as 10%. This adjustment will be based primarily on learning attitude, class engagement and attendance. As extra incentive there is also the opportunity to earn extra credit for the course through the completion of additionally assigned class discussion topics.

Case Studies
Throughout the semester the class will discuss 4-6 assigned case studies on international business in more granular detail. Depending on the size of the class several topics will be selected and assigned to individual students or teams. The case studies assigned will be presented by the topic owner or team to be facilitated and researched. This is an oral presentation and each case presentation should be
approximately 30 minutes in duration and utilize presentation tools such as MS Power Point. A Question & Answer session from class peers would follow each presentation, lasting no more than 30 minutes. The presenting team/s will be evaluated on the analysis and organization of the topic, content, business communication skills and professional demeanor. Emphasis of the evaluation will be the knowledge and command of the topic material, depth of the analysis and solutions, teamwork and presentation management. Each case study should be approached with the understanding that the cases will require additional outside research.

Schedule

<table>
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<th>Class 1</th>
<th>The Dynamics of Global Business and National Economies</th>
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<tr>
<td></td>
<td>International Political Economy and Cultural Underpinnings</td>
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<tr>
<td></td>
<td>International Trade Theories and National Economic Policy</td>
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| Class 2 | Regional Economic Integration and Core-Periphery Issues |
|         | The International Monetary System & Balance of Payment |
|         | International Finance and International Business Risks |

| Class 3 | The Alphabet Soup of the Triad, Blocs, IGOs, NGOs and MNEs |
|         | Transnational Firms, Foreign Direct Investment & Terms of Trade |
|         | National Competitiveness, Corporate Strategies and Operation Risks |

| Class 4 | The Future Challenges of Global Business |
|         | Development of the Research Paper |
|         | Case Presentations |

* Class topics may be adjusted based on class progress

Research Paper

Through the semester the class will learn ways to analyze and evaluate international business strategies from the textbook, lectures and case studies. For the final project students are required to submit a research paper based on the study of a BRIC related country or an Emerging Markets nation (N-11). The project is to identify and evaluate economic growth potential, national trade strategies and leadership against the backdrop of the dynamic global marketplace, particularly from a business competition perspective.

A first outline of the paper (2-5 paragraphs) is to be handed in by the beginning of the third class meeting. The full paper is due on October 15th. The anticipated length of the paper would be a minimum of 10-12 pages excluding bibliography. Late papers will be accepted only with prior approved, agreed upon arrangements under extenuating circumstances (i.e. before the due date and to be submitted soon thereafter). These late papers, however, will be deducted at least a half letter grade for each delinquent session.

Throughout the semester additional discussions will be held in class to define the criteria and requirements of the research paper. In the grading of the research paper Doane’s policy regarding academic integrity and plagiarism will be strictly enforced.
Syllabus
International Business & Economics

Research Paper Topic:
Country Reports – Each student will select a country of interest from amongst the BRIC related and/or Emerging Markets nations (N-11). Each student will create a report on this country composed of the following three parts:

- Background and Setting – This section contains a brief history of the country and basic facts including type of government, population, standard of living, human development indices, major challenges and/or other contextual information
- Economic Analysis – This section specifically focuses on the type of economic system, industrial policies, and the organization of industries in the country
- Business Considerations – This section will address issues such as national trade or industrial policies, legal and tax considerations, joint venture potentials or restrictions, cultural differences, labor practices, etcetera, etcetera

Typically, the last 15 minutes of each class session will be devoted to work on the case presentation and this project.

The grading criterion for the research paper is as follows:

1. The quality of outside reading. A minimum of ten scholarly citations is required for this paper beyond the course textbook (which is also a source).
2. An adequate explanation and discussion of the country’s competitive positions. Porter’s Competitive Advantage of Nations theory was used as an analytical tool during this course. Try to apply the Diamond theory in the country analysis.
3. Explanation and discussion of leadership, strategies, policies, etc. of the chosen nation and its representative industries and international companies.
4. An intelligent and coherent analysis of all of the above. Analysis should be relevant to the chosen topic. Students do not have to provide recommendations or solutions but are expected to show insightful commentary.

Notes on Preparing the Paper:
The research paper needs to be typed/word processed and double-spaced in the APA style. Doane College requires the use of 1” margins.

There is no set order for the paper in terms of format. A good paper is a smooth flowing one that would allow a lay person with no background in the subject matter to understand all the key concepts and analysis presented in the paper.

Industries and organizations increasingly change at a rapid pace and impacts policies and strategies. Students should use only the most current information and statistics for their chosen topic. In evaluating the topic, the relevancy criteria for the country’s conditions and industry environment must be events within the last three years.

** Failure to appropriately cite material used is plagiarism and grounds for an automatic failing grade. Doane’s academic policy states that “all projects and tests will represent your own work. Any use of others’ ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and /or the dean of graduate studies”.