BUS 601

International Business and Economics

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Description
In this course students will examine international business from an applications standpoint. Students will learn how political, economic and cultural differences affect the business functions and practices of management, human resource management, marketing and finance.

Objectives:
Upon successful completion of this class students will:
1. Understand the added risks associated with global versus domestic business
2. Understand the importance of cultural factors in business actions abroad
3. Be able to assess the impact of changes in exchange rates on international business transactions, know several ways to predict such changes and to hedge such risks.
4. Understand the ethical considerations of global corporate responsibility
5. Be able to find and conduct critical analysis of information to assess business opportunities in other nations


Other readings as assigned handed out in class.

Course Requirements
In Class Discussions – 80 points
Country Reports – 150 points
Case Studies – 140 points

In class discussions – Prior to each class you will have a reading assignment. We will spend the first part of class discussing this reading. You are expected to engage in this discussion.

Country Reports – Each student will select a country of interest. You 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, major problems and other contextual information.
• Economic Analysis – This section specifically focuses on the type of economic system and the organization of production in the country.
• Business considerations – This section will address such issues as tax laws, joint venture restrictions, cultural differences, labor practices and laws.

The report is due at the end of the course. The last 30 to 60 minutes of each class will be devoted to work on this project.

Case Studies – Each topic discussed in class will be analyzed in class with the use of one or more case studies. Students will complete a “Case Reflection Report” for each case. These will be graded.

Prior to first class:  
Read chapters 1-4 in text

Schedule for course:

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<td>Week 1</td>
<td>Chapters 1-4</td>
<td>Culture</td>
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<td>Week 2</td>
<td>No Class</td>
<td>Choose country</td>
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<td>Week 3</td>
<td>Chapters 8-9</td>
<td>World is Flat Global Trends</td>
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<td>Week 4</td>
<td>Chapters 10-11</td>
<td>Proof of Life Political Risk</td>
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<td>Week 5</td>
<td>Chapter 12-13</td>
<td>IMF Trade and Development</td>
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<td>EU/Comparative Systems</td>
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<td>Week 6</td>
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<td>Work on papers</td>
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<td>Week 7</td>
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<td>Week 8</td>
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