Course: **BUS601 International Business & Economics (3 Credits)**
Term: Spring Term 2015-16 – On-Line Course
Instructor: Steve Wang <steve.wang@doane.edu>


**Course Summary**
Description: This course is an on-line study approach to international business from a managerial perspective focusing on both conceptual and empirical issues. It is a self-study 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 in a global cultural context.

**Course Context**
Given contemporary global financial and economic turbulence, this course examines current governmental economic stimulus initiatives and economic policies around the world, global trade patterns and corporate responses to globalization. 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**

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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 Studies</td>
<td>In-depth Case Studies</td>
<td>40%</td>
<td>1-5</td>
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<tr>
<td>Research Paper/s</td>
<td>Individual Country Report</td>
<td>35%</td>
<td>8+</td>
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<tr>
<td>Power Point Report</td>
<td>Preparation of Power Point Case Study</td>
<td>25%</td>
<td>5-7</td>
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**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

**Course Structure**
Students are expected to keep up with completing course requirements based on the class schedule assigned. During the term students are expected to pay special attention to relevant current events, news articles, videos, readings and case analyses. Class
Syllabus
International Business & Economics

material will involve surveying concepts presented in the reading materials and information inherent in your work experiences. Other assignment discussions will expand on independent written memos and cases.

Case analyses will entail using the knowledge gained from readings and research to interpret, analyze and derive solutions to up-to-date international business and economics problems and issues. In working with case studies, the purpose is to have students apply material learned from the assigned readings, and from outside research using the “raw” (vs. “cooked”) case studies method.

Case Studies + Power Point Preparation
1. During the first 5 weeks of the semester students will submit 4 assigned case studies to analyze the cases in more granular detail. Each case study should be approached with the understanding that the cases will not require significant outside research, other than the reading of the textbook.

2. In addition, an individualized Power Point topic will be assigned to each individual student at the beginning of the semester that will be shared with the class. This Power Point will be graded based on analysis and organization of the topic and content. The Power Point preparations will be between week 5-7 and they are due on week 7. Emphasis of the evaluation will be the knowledge and command of the topic material, depth of the analysis and solutions. Each Power Point preparation should be approached with the understanding that the Power Points will need additional outside research.

Schedule

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<tr>
<th>Week</th>
<th>Topic</th>
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<tr>
<td>Week 1</td>
<td>The Dynamics of Global Business and National Economies</td>
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<td>International Political Economy and Cultural Underpinnings</td>
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<td></td>
<td>International Trade Theories and National Economic Policy</td>
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<td>Week 2</td>
<td>The International Monetary System &amp; Balance of Payment</td>
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<td>International Finance and International Business Risks</td>
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<td>Week 3</td>
<td>Transnational Firms, Foreign Direct Investment &amp; Terms of Trade</td>
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<td></td>
<td>National Competitiveness, Corporate Strategies and Operation Risks</td>
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<td>Week 4</td>
<td>The Future Challenges of Global Business</td>
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<td></td>
<td>Development of the Research Paper</td>
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<td>Week 5-7</td>
<td>Power Points Due</td>
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<td>Week 8</td>
<td>Research Paper due</td>
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Research Paper
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.

The anticipated length of the paper would be a minimum of 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 penalized at least a half letter grade for each delinquent session.
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

This report is due on week 8.

The grading criterion for the research paper is as follows:

1. The quality of outside reading. A minimum of 6 scholarly citations (peer reviewed journals and/or books) 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 the 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.

In the grading of the research paper Doane’s policy regarding academic integrity and plagiarism will be strictly enforced:

**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 and professional studies”**.