



SUMMER BUSINESS PROGRAM 2009

Course	Topics in International Business
Instructor	Dr. Michael T. Christy. Email: christym@missouri.edu
Course Objectives	<p>This course will focus on a variety of issues related to the increased globalization and international trade that have been critical to the growth of the world economy. The topics to be discussed include the following:</p> <ul style="list-style-type: none"> • the widespread benefits associated with international trade, • the influences of cultural, ethical and religious traditions, • political economy and foreign direct investment, • national and local competitive advantages and disadvantages, • the impact of technology on the development of new markets, • the rise of emerging markets, • the impact of financial interdependencies, particularly in light of the crisis currently underway, and • other topics as deemed to be relevant.
Course Materials	Provided by the instructor. A textbook will not be used for this course. The instructor will provide a compilation of lecture notes and relevant articles as well as case study materials. Students will be expected to access specific resources on line to relate current issues to the topics under discussion.
Grading	<p>Three examination, one at the end of each week.....75% (25% each). Class contributions.....10%. Three quizzes on assigned readings.....15% (5% each). University of Missouri students will be graded on the standard MU system for undergraduates of A–F.</p>
Pedagogy	<p>This course will be conducted in a combination of lecture and discussion formats. Since this is a business course relying significantly on short case analyses and discussion, it very important that students attend class, are prepared for class, and participate. One of the goals is help students become more creative and thoughtful in their thinking and decision making. Another is to have students reap the benefits of a diverse class population.</p> <p>One critical part of the class participation grade is based on raising relevant, challenging questions. Several criteria are used to determine a "relevant, challenging question" including:</p> <ol style="list-style-type: none"> 1. Does the question demonstrate a relatively sophisticated familiarity and understanding of the topic under discussion? 2. Does the question advance our understanding of the relevant concepts of the topic? 3. Is the question linked to the comments of others? In contrast, are there some bold new concepts that are relevant that have not been addressed? <p>Obviously, students not attending class cannot earn any points toward their class participation grade. Similarly, students who attend class, but do not participate in the case discussions earn minimal participation credit. In their business careers, students will often be required to use these skills in a competitive, yet team-oriented, professional environment. Please take</p>



	advantage of the opportunity to practice these skills in a supportive, and somewhat forgiving, atmosphere.
Case Assignments	Case materials will be used to illustrate important concepts. A brief case analysis will be part of each examination.
Class Policies	<p>Attendance Punctual attendance and participation in discussions are expected at every class.</p> <p>Academic Integrity Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful and the academic community regards academic dishonesty as an extremely serious matter. When in doubt about plagiarism, paraphrasing, quoting, or collaboration with others, please consult the course instructor who reserves the right to apply a penalty that may be as severe as a failing grade for the assignment or the entire course.</p>

Date	Description
Week 1 – July 13 to 16	
	<ul style="list-style-type: none"> • The globalization of markets and production; drivers of globalization; the changing demographics of the global economy; the changing world order; the global economy of the 21st century. • Political, economic and legal systems; differences in economic development; states in transition; the nature of economic transformation. • The influence of cultural, ethical and religious traditions; cultural change. • Ethical issues in international business (employment, human rights, environment, corruption, etc.); managerial implications.
Week 2 – July 20 to 23	
	<ul style="list-style-type: none"> • International trade theory; absolute and comparative advantage; product life cycles. • Trade policies; the role of government intervention; development of the world trading system. • Foreign direct investment; benefits and costs of FDI. • Regional economic integration -- EU, NAFTA, etc.
Week 3 – July 27 to 30	
	<ul style="list-style-type: none"> • The foreign exchange market; the international monetary system. • The strategy of international business; global expansion; strategic alliances. • Entering foreign markets; entry modes • Conceptual summary and case studies.