

Syllabus
MANAGEMENT 4185 - Topics in International Business
Summer 2010
Alicante, Spain

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| Course | MANGMT 4185 - Topics in International Business |
| Instructor | Dr. Michael T. Christy – 423 Cornell Hall, University of Missouri Office phone: (573) 882 0312 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"> • why an understanding of international business will be, more than ever, essential for a successful career in this century, • the widespread benefits associated with international trade, • the importance of trade to economic growth and political stability, • 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 recent financial crisis, and • current issues as deemed to be relevant. |
| Course Materials | <p>Provided by the instructor. A textbook will not be used for this course. The instructor will provide a compilation of detailed lecture notes and relevant articles as well as case study materials. Students will be expected to access specific resources on line (through the University of Missouri Blackboard course management program at www.courses.missouri.edu) to relate current issues to the topics under discussion. Non-Missouri students may <i>sign in</i> as alicante_guest with a <i>password</i> of guest.</p> |
| Grading | <p>Three examinations, one at the end of each week: week one 25%, week two 25%, week three (final and comprehensive) 50%.</p> <p>Univ. of Missouri students will be graded on the standard MU system for undergraduates of A – F. EU students will be graded pass-fail.</p> |

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| <p>Pedagogy</p> | <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. All assigned readings should be completed on a timely basis.</p> <p>One of the goals is help students become more creative and insightful about international business issues. Another is to have students reap the benefits of a diverse class population.</p> <p>One critical part of the class requires students to raise relevant, challenging questions. Several criteria 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>Since the class will include many students from a variety of backgrounds, sharing personal perspectives will enhance the class.</p> |
| <p>Case Assignments</p> | <p>Case materials will be used to illustrate important concepts. A brief case analysis will be part of each examination.</p> |
| <p>Class Policies</p> | <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> <p>Americans with Disabilities Act (ADA) If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform me immediately. Please see me privately before or after class.</p> |

Schedule of Topics
(Modifications may be made as the class progresses.)

Week One

- The globalization of markets and production; drivers of globalization; the changing demographics of the global economy; the changing world order; the rapidly expanding 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 changes.

Week Two

- Ethical issues in international business (employment, human rights, environment, corruption, etc.); managerial implications.
- 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.

Week Three

- Regional economic integration -- EU, NAFTA, etc.
- 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.