

BOISE STATE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
MBA 536 - GLOBAL ECONOMIC AND BUSINESS ANALYSIS
FALL 2009 - T, TH 5:30 - 6:45 PM ~ MP ROOM 208

Instructors

Instructor	Office	Office Hours	Phone:	Email
Prof. Kent Neupert	B 201	T/Th 12:00-1:00 PM T/Th 4:30-5:30 PM (& by appointment)	426-2397	kneupert@boisestate.edu
Prof. Charlotte Twight	B 311E	M/W 6:00-6:30 pm T/Th 11:30-noon T/Th 3:00-3:30 pm T/Th 6:45-7:15 pm (& by appointment)	426-1335 859-4275	ctwight@boisestate.edu

Course Overview

As Idaho businesses become more active globally, they face new challenges, whether they grow potatoes in China, manufacture printers in Italy, or sell corn in Japan. In all cases, managers need the ability to do business effectively in countries and cultures elsewhere.

This course provides a foundation for understanding the context for doing business in a global economy. In this course, you will examine the complexities and challenges facing businesses, individuals, and governments operating in the international arena.

The course integrates other disciplines in business and economics and will draw upon insights from your own work experience. The course will examine, from a global perspective, ideas from economics, management, finance, marketing, and law.

Course Format

- Lecture based upon the text, *International Business: Competing in the Global Marketplace*
- Discussion of current events in international business
- Case discussion
- Student research papers

Course Materials

Required:

- Hill, Charles W. L. (2009). *International Business: Competing in the Global Marketplace*, 7th edition (Boston, Mass.: McGraw-Hill Irwin)
- Other cases, articles to be handed out

Recommended:

- *Wall Street Journal* or other similar newspapers with an international dimension.
- Business magazines such as *The Economist*, *Forbes*, *Fortune*, and *Business Week*.

General Objectives

By the end of the course, students should

- Understand and be able to carry out strategy development and implementation in international markets.
- Know and understand the function of capitalism in the world economy.
- Have a solid understanding of the economic ideas that affect global operations.
- Understand how relationships between business entities and national governments are defined.
- Be able to access business information resources that facilitate analysis, negotiation, and decision-making in an international context.
- Be able to analyze the role of capitalism and free markets in solving world problems of poverty and hunger.
- Have a global perspective, where appropriate, in making business decisions.
- Understand the impact of culture, values, and language on business relationships.

Academy Honesty, Assignments, and General Operations

We expect you to be prepared for class, to take responsibility for your own learning, to contribute intelligently to discussions, and to complete assignments on time and in a professional manner.

Academic honesty:

While our work and discussion in class will always be “open,” including discussions about assignments, we expect the final projects (where they are individual in nature) to be yours alone. You may discuss ideas with us or with colleagues, but you must produce your own work. Any violation of academic integrity (e.g., plagiarism, submitting duplicate work) has serious consequences (see the Student Handbook). The University Policy on Academic Honesty follows:

“The university’s goal is to foster an intellectual atmosphere that produces educated, literate people. Cheating and plagiarism are not tolerated in any form. ... A student guilty of academic dishonesty may be dismissed from the class, may receive a failing grade, or may be dismissed from the university.” (*Boise State University Graduate Catalog, 2008-2009, pp. 18*).

Assignments:

Your course grade will be based on two in-class essay exams, a research project, and class participation, as described in detail below.

Exams:

- There will be two examinations in this course.
- The exams will be in essay format.
- Each exam will cover material from the assigned readings as well as the class discussions.
- Exam dates are listed on the attached class schedule.

Research Paper:

- The objective of this research paper is to explore an international business/economic issue of interest to you that is related to the ideas developed during the course. The topic will be chosen by you, with our approval (paper topics are due September 10). You may work individually or in teams of no more than three.
- The required length of the paper depends on how many people are working on it. If only one person is writing the paper, it should be 10-15 double-spaced pages [excluding the title page, endnote page(s), bibliography, and exhibits, graphs, or charts]. With two authors, the paper should be 20-25 double-spaced pages; with three authors, the paper should be 30-35 pages.
- Papers should be formatted as described in the *COBE Writing Styles Guide*, double-spaced, with 12-point Times New Roman font and 1-inch margins. The COBE Writing Guide is available at: <http://cobe.boisestate.edu/COBEwritingGuide/> .
- In writing this paper, students are expected to supplement the assigned readings with outside research involving relevant literature, both academic and non-academic. In the text of your paper, you must cite and discuss each work included in your list of references.
- Plagiarism is unacceptable under any circumstances and will result in a failing grade on your paper. Always use quotation marks and cite your source if you want to use another author's words, even if it is only a short phrase that you are using. If you have any questions about plagiarism or about correct citation methods, please come and talk with us.

Note: It is not acceptable just to cite the source, without using quotation marks, if you are using another author's exact words. Quotation marks must be used to show that those exact words came from the article or book that you are citing.

Remember that, if you have co-authors, you are responsible for making sure that the entire paper is free of plagiarism.

- You must hand in a copy of each of your reference articles when you submit your paper. Please put the articles in alphabetical order by author's last name, and label them prominently by author's last name on the first page of each article. It is also helpful if you submit all of these items in a 10 x 13 manila envelope with your name on the front (so we don't lose anything!).

Possible research topics:

- Outsourcing
- The EU (current challenges, etc.)
- The free trade vs. fair trade debate
- Foreign direct investment
- Regional economic integration
- Effects of protectionist policies (tariffs, quotas, non-tariff barriers, etc.)
- The International Monetary Fund
- China's economic policies
- NAFTA - Current situation ~ successes and problems
- Africa - Successes and failures
- And many other topics that Dr. Neupert and Dr. Twight will happily approve!

Participation:

MBA students bring significant experience and education to the classroom and a key aspect of any course is what you learn from other students. Only by fully participating in substantive ways can you gain from being with others.

Everyone must be prepared to participate each evening. On the other hand, we all have "off days and nights." We'd rather you attend class, even unprepared, than skip it. So, everyone is allowed one "off day" if you let us know before class begins. Otherwise, everyone is "fair game" to call upon.

Participation also will include presentation of the findings from your research project, as noted in the class schedule at the end of this syllabus.

General operations:

Written and oral assignments:

Professional communication is one of the most common complaints from CEOs about employees. Thus, you will have several opportunities to present information in both written and oral formats.

To help improve your communication, we will evaluate oral and written communication on three criteria: (1) Content (to what degree did you address the relevant issues); (2) Analysis (to what extent did you go beyond "description" and discuss the reasons for your decisions, the issues in question and the like); and (3) Style (to what extent was the presentation well written or argued, free from mistakes/typos, etc.).

General Guidelines for Written Assignments:

As noted above, papers should be formatted as described in the *COBE Writing Styles Guide*, double-spaced, with 12 point Times New Roman font and 1-inch margins. The COBE Writing Guide is available at <http://cobe.boisestate.edu/COBEwritingGuide/>.

Deadlines:

Your assignments are due at the beginning of class (unless otherwise noted). If we receive them after the beginning of class on the due date, we dock 10% for each late day (after class begins counts as a "day"). There are "penalties" in business if one misses a deadline; the same applies here.

Reaching us:

The best way to reach Prof. Twight is on her mobile phone: 859-4275.

The best way to reach Prof. Neupert is email (kneupert@boisestate.edu) or phone (208-426-2397).

Cell phones, computers, etc.:

Please leave your technology off in class. We appreciate its value but find it distracting when we are all together.

Grading

Component	Points	Percent
Midterms		
Exam 1	100	30%
Exam 2	100	30%
Research project		
Research paper	100	30%
Presentation of research findings	100	10%
Totals	400	100%

In light of the University's implementation of the plus/minus grading system, the grade scale for this class will be as follows:

Letter grade	Quality points	Percentage score
A+	4.0	97 - 100
A	4.0	90 - 96
B+	3.3	87 - 89
B	3.0	80 - 86
C+	2.3	77 - 79
C	2.0	70 - 76
D+	1.3	67 - 69
D	1.0	60 - 66
F	0.0	0 - 59

Extra credit opportunity:

We will include 10 extra points (worth 2.5% of your course grade) if you attend the Brandt Foundation Lecture by David M. Walker on October 19 (Monday) at 7 pm in the Jordan Ballroom of the Student Union Building. Mr. Walker, former U.S. Comptroller General and head of the Government Accountability Office, will speak on "Day of Reckoning: America's Fiscal Future."

If this date doesn't work for you, an alternative way to earn the extra credit is by checking out, viewing, and turning in a short description/analysis of a videotape of one of the previous Brandt Foundation Lectures.

MBA Program Objectives: Linkages to Detailed Objectives of MBA 536

NOTE: The MBA objectives marked below with an asterisk (*) are covered in MBA 536 as part of the fulfillment of the specific objectives of this course.

MBA program objective 1. Build student skills in the business discipline-specific areas of:

- a. *Strategy formulation.
 1. MBA 536 goal: To understand strategy development and implementation in international business. [Assessment: Hill text, Chap. 12 and Chap. 14; Exam 2; student research projects].
- b. *Operating in a global environment.
 1. MBA 536 goal: To understand how businesses operate in a global environment with regard to the relevant economic, legal, political, ethical, and social considerations. [Assessment: This is the central objective of the course and is covered in almost every chapter of our textbook and in Exam 1, Exam 2, and student research projects].
- c. *Financial analysis.
 1. MBA 536 goal: To understand foreign exchange markets, the international monetary system, global capital markets, and accounting and financial management in international business. [Assessment: Hill, Chaps. 10, 11, 19, and 20; Exam 1; Exam 2; student research projects].
- d. *Operations.
 1. MBA 536 goal: To understand global dimensions of business operations, including exporting, importing, and countertrade as well as global manufacturing and materials management. [Assessment: Hill, Chaps. 15-16; Exam 2; student research projects].
- e. *Marketing.
 1. MBA 536 goal: To understand global aspects of marketing. [Assessment: Hill, Chap 17; Exam 2; student research projects].
- f. Information technology. (NA)
- g. *Legal issues.
 1. MBA 536 goal: To understand the legal issues involved in doing business internationally, including different countries' domestic and international laws affecting how a multinational enterprise can do business there. [Assessment: Hill, Chaps. 2, 6, 8, 15; Exam 1; Exam 2; student research projects].
- h. *Human resource management.
 1. MBA 536 goal: To understand global aspects of human resource management. [Assessment: Hill, Chap. 18; Exam 2; student research projects].
- i. *Organizational design.
 1. MBA 536 goal: To understand the organizational architecture that international businesses use in conducting their global operations. [Assessment: Chap. 13; Exam 2; student research projects].

MBA program objective 2. Enhance student personal growth in:

- a. *Critical thinking.
 1. MBA 536 goal: To strengthen student ability to think critically about the economic, legal, ethical, and strategic aspects of global business. [Assessment: Hill, Chaps. 1-20; Exam 1; Exam 2; student research projects].
- b. *Problem solving.
 1. MBA 536 goal: To strengthen students' problem-solving ability in dealing with global economic and business issues. [Assessment: Hill, Chaps. 1-20; Exam 1; Exam 2; student research projects].
- c. *Innovation.
 1. MBA 536 goal: To strengthen students' understanding of the role of innovation and in global business and economic growth. [Assessment: Hill, Chap. 17; Exam 2; student research projects].
- d. *Ethics.
 1. MBA 536 goal: To deepen student's understanding of the ethical considerations that are often encountered in conducting business internationally. [Assessment: Hill, Chaps. 2-4; Exam 1; student research projects].

MBA program objective 3. Strengthen student interaction skills in:

- a. *Leadership.
 1. MBA 536 goal: To enhance students' leadership ability. [Assessment: student in-class discussion].
- b. *Teamwork.
 1. MBA 536 goal: To enhance students' ability to work in teams. [Assessment: team research projects].
- c. *Presentation.
 1. MBA 536 goal: To enhance students' presentation skills. [Assessment: oral presentation of students' research projects].
- d. *Written communication.
 1. MBA 536 goal: To enhance students' writing ability. [Assessment: student research projects].

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Wk.	Date	Reading & Activities
1	Aug. 25, 27	<ul style="list-style-type: none"> • Course overview and administration (Aug. 25). • Chapter 1 - Globalization (Aug. 25). • Chapter 2 - National Differences in Political Economy (Aug. 27).
2	Sept. 1, 3	<ul style="list-style-type: none"> • Chapter 3 - Differences in Culture (Sept. 1). • Chapter 5 - International Trade Theory (Sept. 3).
3	Sept. 8, 10	<ul style="list-style-type: none"> • Chapter 5 - International Trade Theory (Sept. 8). • Chapter 6 - The Political Economy of International Trade (Sept. 10). • Research project topics due (Sept. 10).
4	Sept. 15, 17	<ul style="list-style-type: none"> • Chapter 6 - The Political Economy of International Trade (Sept. 15). • Chapter 7 - Foreign Direct Investment (Sept. 17).
5	Sept. 22, 24	<ul style="list-style-type: none"> • Chapter 7 - Foreign Direct Investment (Sept. 22). • Chapter 8 - Regional Economic Integration (Sept. 24).
6	Sept. 29, Oct. 1	<ul style="list-style-type: none"> • Chapter 9 - The Foreign Exchange Market (Sept. 29). • Chapter 10 - The International Monetary System (Oct. 1).
7	Oct. 6, 8	<ul style="list-style-type: none"> • Chapter 11 - The Global Capital Market (Oct. 6). • Exam 1 - Chapters 1 - 11 (Oct. 8).
8	Oct. 13, 15	<ul style="list-style-type: none"> • Chapter 12 - The Strategy of International Business (Oct. 13). • Chapter 13 - The Organization of International Business (Oct. 15).
9	Oct. 20, 22	<p>**Extra credit: Lecture, David M. Walker, Mon., Oct. 19, 7 pm, SUB (Jordan Ballroom).</p> <ul style="list-style-type: none"> • Chapter 14 - Entry Strategy and Strategic Alliances (Oct. 20). • Chapter 15 - Exporting, Importing, and Countertrade (Oct. 22).
10	Oct. 27, 29	<ul style="list-style-type: none"> • Case Discussion (Oct. 27). • Chapter 16 - Global Production, Outsourcing, & Logistics (Oct. 29).
11	Nov. 3, 5	<ul style="list-style-type: none"> • Chapter 17 - Global Marketing and R&D (Nov. 3). • Chapter 18 - Global Human Resource Management (Nov. 5).

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Wk.	Date	Reading & Activities
12	Nov. 10, 12	<ul style="list-style-type: none"> • Case Discussion (Nov. 10). • Chapter 19 - Accounting in the International Business (Nov. 12). • Chapter 20 - Financial Management in the International Business (Nov. 12).
13	Nov. 17, 19	<ul style="list-style-type: none"> • Issues in International Business (Nov. 17). • Exam 2 - Chapters 12 - 20 (Nov. 19).
14	Nov. 24, 26	Thanksgiving holiday, Nov. 23-29 (no classes).
15	Dec. 1, 3	<ul style="list-style-type: none"> • Project Findings Presentations.
16	Dec. 8, 10	<ul style="list-style-type: none"> • Project Findings Presentations. • Project papers due by December 10.