International Business 220
Go Global: You and the World Economy
Spring 2017 Updated 1.12.16

Jack Marr
Tuesdays and Thursdays 3:00pm - 415pm in Skaggs Hall

CONTACT INFORMATION
Office: (MBEB 2104)
Email: jackmarr@boisestate.edu Phone: + 1 (208) 426 7410
Office Hours: TBD
Outdoor Office Hours “In the Gym”: (By appointment)

COURSE DESCRIPTION & OBJECTIVES

The global economy brings major challenges but also huge opportunities, and a key to success in this new world is being well-prepared. Changes in communications, transportation, political and economic fortunes, supply chains, capital flows, government regulations, and consumer tastes have made the world a truly global business playing field in many industries and functions with tasks and relationships once thought of as local now spread across the world. We will take a look at how you can navigate this brave, exciting, and extremely challenging new world through lectures, cases, hands on role plays, and your own research begin to develop the tools for success in this global business world. Student takeaways and related course objectives are:

1. Get a feel for the fundamentals of doing business internationally.
2. Identify and utilize new sources of information on all key aspects of international business operations including issues involving globalization, and begin to learn how to identify potential opportunities and threats.
3. Define and begin to gain fluency in key vocabulary of the international business environment.
4. Gain a deeper appreciation of the dynamic interaction of history, geography, and culture on the international business environment.
5. Assess the factors that individuals as well as small and large companies must take into consideration when entering or expanding in the international market as well as beginning to understand the importance of other actors, such as governments and foreign organizations.
6. Identify, understand and address the key elements of ethics, corporate social responsibility, and sustainability within the international business environment particularly across countries and cultures.
7. Begin to develop a practice of following major international events in the news and their impacts and implications on business and beyond.
8. Assess the growth and critical issues facing major emerging markets vis a vis U.S. global business interests.
9. Develop a foundation for upper-division international business functional courses (e.g. International Economics, Marketing, Finance, Management).
10. Gain insights into and prepare for study abroad and internship opportunities.
11. Leave the class with basic fluency, clearer analytical tools, and several self- and group- driven original and impactful projects to reflect to the workplace.
Course Flow and Requirements

Participation and Attendance (15%)

You will be assessed on how active you are in class discussions, how well you respond in class discussions based on your readings, and on your performance on in-class cases as well as discussions of current business, economic, and political news around the world. In addition, you will be assessed on your enthusiasm and leadership abilities in interactions. This can be achieved by preparing current event topics for in class discussion and/or by taking a leadership role in in class work. Note that there is a limit to how active you should be: if you are a natural talker, please encourage others to participate!

Midterm Paper (30%)

For the midterm paper, you will be asked to think about and/or create a business case or an economics white paper in which you will be assessed on your ability to define and grasp a real life problem in a specific business context and use your knowledge from the course and outside to build a dynamic, implementable solution to the problem. This is a great chance to individually explore a topic of your choice.

Country/ Problem Presentation (Up to 20% of 55%) ....

If you chose this option, you and your group will be asked to lead a discussion on a company facing a certain business challenge in another country. This is a fun chance to practice working with a group on a structured topic of your choice.

.... And Quizzes (Up to 55% of 55%)

Readings will consist of the textbook chapters as given in the course calendar with additional case studies and readings to be posted on Blackboard. These will provide the main framework for the week's discussion, and you will be given two quizzes throughout the semester to ensure you are keeping up....

Grading

The grade scale for this class will be in line with the University’s plus/minus grading system. Further, we reserve the right to adjust each student’s grade up or down somewhat according to individual performance.

Grades, Broken Down (See Grade Rubric for Detailed Standards):

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation and Attendance</td>
<td>15%</td>
</tr>
<tr>
<td>Midterm Paper</td>
<td>30%</td>
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<tr>
<td>Country Presentation</td>
<td>Up to 20%</td>
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<tr>
<td>Quizzes</td>
<td>From 35% to 55%</td>
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TOTAL 100%
**Quiz Guidelines**

We will have two online, open book, takehome quizzes covering all of the readings and lectures through the semester. I encourage the country presentation as well as it is a good chance to practice your public speaking, critical in business, so you can chose whether to make the bulk of your grade quiz dependent or divided between the country presentations and the quizzes.

**Midterm Paper Guidelines**

Papers should also be recommendation based on a topic related to international business that could either be a continuation or different angle to that explored in your presentation or something different entirely. You CANNOT reuse materials from your presentation unless as a reference. Again, style is up to you, but please be consistent on citations.

Paper due March 16th (to jackmarrinfo@gmail.com saved as yournameIB220paper.doc)

Length= about 900-1300 words

Insight 40%

Fact Base 35%

Structure/ Clarity 25%

Please see the Grade Rubric under Course Documents on Blackboard for more details.

Again, my advice to get started is to first define your topic and then think about who you would present this to who could actually act on your recommendations (ie probably not just the class!) From there, you can further refine your topic.

**Country Presentation Guidelines:**

If you choose this option, decide on a specific business problem facing a company in a non-home country. Then present for 7 minutes on the problem itself, relevant country factors, relevant constraints on the solution (cultural, regulatory, resource, organization, others, and/or a combination of these), and either what solution was chosen and an analysis on the outcome (was it optimal or now and why? And what could have been done better) or recommended solutions and why you think this may or may not work. This will be followed by 3 minutes of Q&A from the class. Can work in groups of 4 or 5.

Grade will be based on:
Insight 45%/ Fact Base 30%/ Q&A 25%

You will largely be graded on insight, so “They came, they say, they conquered because they were awesome” probably does not generate much insight (and is rarely sustainable in the long term) 😊

More slots than we need, begin signup on the second Tuesday.
REQUIRED MATERIALS
Textbook: The Textbook for this course is Hill, Global Business Today, McGraw-Hill 8e. A previous edition is fine if you can save $$
Additional Materials: Case studies and additional readings will be provided to you as assigned.

COBE CORE OBJECTIVES MET

<table>
<thead>
<tr>
<th>Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:</th>
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<tbody>
<tr>
<td>1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:</td>
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<tr>
<td>✔️ 1.3. Economics</td>
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<tr>
<td>✔️ 1.6. International environment of business</td>
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<tr>
<td>✔️ 2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling</td>
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<tr>
<td>✔️ 2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery</td>
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<td>✔️ 3. Solve problems, including unstructured problems, related to business and economics</td>
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<td>✔️ 4. Use effective teamwork and collaboration skills</td>
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<td>✔️ 5. Demonstrate appropriate principles of responsible business practices</td>
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Class Schedule

Week One:
Tuesday, January 10th: Introduction, Class Overview and Expectations
Thursday, January 12th: Chapter 1: Globalization

Week Two:
Tuesday, January 17th: North America: “Sticky Superpower”
Thursday January 19th: Chapter 2: National Differences in Political Economy

Week Three:
Tuesday, January 24th: Chapter 3: Political Economy & Economic Development /
Thursday, January 26th: |

Week Four:
Tuesday, January 30th: Chapter 4: Differences in Culture
Thursday, February 2nd: Japan

Week Five:
Tuesday, February 7th: Chapter 12: Strategy
Thursday February 9th: |

Week Six:
Tuesday, February 14th: China
Thursday, February 16th: |
Week Seven:
    Tuesday February 21st :   Chapter 13: Entering Foreign Markets and Russia
    Thursday, February 23rd  : Chapter 13: Entering Foreign Markets and Russia

Week Eight:
    Tuesday, February 28th :   Chapter 6: International Trade Theory
    Thursday, March 2nd :     First Takehome Quiz

Week Nine:
    Tuesday March 7th :        Chapter 7: The Political Economy of International Trade and
    Thursday March 9th:       Intellectual Property Rights / Study Abroad / Internships

Week Ten:
    Tuesday, March 14th:      Chapter 5: Ethics in International Business and CSR Case
    Thursday March 16th:      Midterm Paper Due

Week Eleven:
    Tuesday, March 21st :     Spring Break No classes
    Thursday March 23rd:

Week Twelve:
    Tuesday, March 28th :     Chapter 9: Regional Economic Integration and Europe
    Thursday March 30th :

Week Thirteen:
    Tuesday April 4th:       Chapter 11: The International Monetary System and
    Thursday April 6th:      The Foreign Exchange Market

Week Fourteen:
    Tuesday, April 11th:     Chapter 15: Global Production, Outsourcing, and Logistics
    Thursday, April 13th:    Chapter 8: Foreign Direct Investment and India

Week Fifteen   Tuesday, April 18th :   Africa and TBD
    Thursday, April 20th :   TBD

Week Sixteen   Tuesday, April 25th :   TBD
    Thursday April, April 27th :  Wrapup and Final Takehome Quiz