International Business 220
Go Global: You and the World Economy
Spring 2018 Updated 1.5.18

Jack Marr
Tuesdays and Thursdays 3:00pm - 4:15pm in Skaggs Hall

CONTACT INFORMATION
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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 (24%)**

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!

**Current Event (10%)**

Once over the course of the semester, you will be asked to prepare and currents event around global business on a discussion board. The world changes every day, and as a global business practitioner you must keep up on this! Over the course of the semester, you will be asked to comment analytically on at least two other posts.

**Country/ Problem Presentation (33%)**

You will work with a group of your peers to present a topic on an business problem in a specific country or countries. We will do an in class sign up for this, and presentations will be spread across the semester.

**Quizzes (33%)**

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):

- Participation and Attendance  24%
- Current Event  10%
- Country Presentation  33%
- Quizzes  33%

**TOTAL**  100%
Quiz Guidelines

We will have two online, open book, take home 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.

REQUIRED MATERIALS

Textbook: The Textbook for this course is Hill, Global Business Today, McGraw-Hill 8e. Other editions fine if you can save $$$

Additional Materials: Case studies and additional readings will be provided to you as assigned via Blackboard.

COBE CORE OBJECTIVES MET

Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:

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<th>√</th>
<th>1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:</th>
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<tbody>
<tr>
<td>√</td>
<td>1.3 Economics</td>
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<td>1.6 International environment of business</td>
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<td>√</td>
<td>2.1 Communicate effectively: Write messages and documents that are clear, concise, and compelling</td>
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<td>√</td>
<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:
January 9 Introduction, Class Overview and Expectations
January 11 Chapter 1: Globalization

Week Two:
January 16 North America: “Sticky Superpower”
January 18 Chapter 2: National Differences in Political Economy

Week Three:
January 23 Chapter 3: Political Economy
January 25 Economic Development
Week Four:

January 30 Japan
February 1 Chapter 4: Culture

Week Five:

February 6 Culture (Con't)
February 8 Chapter 12: Strategy

Week Six:

February 13 Strategy
February 15 China

Week Seven:

February 20 Chapter 6: International Trade Theory
February 22 Chapter 7: Government Policy and International Trade

Week Eight:

February 27 Trade, Intellectual Property Rights
March 1 Chapter 9: Regional Economic Integration

Week Nine:

March 6 First Takehome Quiz
March 8 Study Abroad/ Internships and Chapter 5: Ethics in International Business and CSR Case

Week Ten:

March 6 Chapter 5: Con't

March 8 TBD

Week Eleven:

March 13 Europe
March 15 TBD

Week Twelve

March 20 Chapter 11: The International Monetary System and
March 22 Foreign Exchange Market

Week Thirteen: No classes Spring Break

Week Fourteen:

April 3 Chapter 15: Global Production, Outsourcing, and Logistics
April 5 Chapter 8: Foreign Direct Investment and India

Week Fifteen:

April 10 Africa
April 12 TBD

Week Sixteen

April 17 TBD
April 19 Wrapup and Final Takehome Quiz