

AMERICAN UNIVERSITY
WASHINGTON SEMESTER PROGRAM
INTERNATIONAL BUSINESS AND TRADE I
SEMINAR
Spring 2007 Syllabus

I. COURSE INFORMATION

Course Title & Number:

International Business and Trade Seminar: IBUS 420.001T and IBUS 421.001T

(I. International Business Environment and Political Institutions)

(II. International Corporate Strategy and Operations)

Credit: 8 hours (Two 4-hour seminars)

Instructor: Donald W. Hoskins

II. COURSE DESCRIPTION, OBJECTIVES, AND METHODOLOGY

International business and trade is an exciting topic that has a major impact on all our lives. I am presently typing on a computer that has the brand name of a highly recognizable firm based in Texas; with components mostly from Singapore and Taiwan, assembled in China. If I need technical support, the 800 phone number will be routed to India so that a technician can walk me through software sold by a company in Seattle and used in 130 countries around the world. Technological advances in communication and transportation have caused a revolution in how we see the world and have presented unprecedented opportunities for business. International strategy and implementation will determine future business success.

This course will provide an overview of the challenges facing businesses as they compete on the global playing field. The first half will focus on the environment (the macro perspective), political, legal, and cultural. The second half of the course will take a look at how corporate actors attempt to seize the opportunities while minimizing the threats of global competition.

At the end of this semester you will be knowledgeable about the following:

- Opportunities and threats of globalization
- Importance of cultural, political, and ethical issues on international business
- Trends in regional economic integration
- Theory and political economy of trade and foreign direct investment
- Impact of foreign exchange and capital markets on economies and business
- Strategy and organization of international business
- Strategic alliances and modes of international expansion
- Global manufacturing and supply chain management

We will use a variety of teaching tools in this class. First and foremost we will take advantage of our location in the nation's capital. There will be several guest speakers a week speaking on relevant topics; some of whom will come to our classroom and many of whom will meet us at his or her office. This will include officials in US government

(e.g. Export Import Bank), international organizations (e.g. The World Bank), foreign embassies, and locally based multinationals (e.g. Lockheed Martin). A student will be assigned to introduce each guest speaker and lead the questions and answer period.

We will use business case studies in order to better understand real-life situations faced by managers in international business. Two cases will require two-page memos summarizing your analysis and recommendations, individually or in teams. There will also be two tests (a midterm and a non-comprehensive final) to insure that the material is mastered.

As a seminar, the most important requirement is class participation (40% of the final grade). In business it is not enough to take good notes; one must champion good ideas and win over agreement. You will have the opportunity to do this in class (particularly with the business case discussions and Q&A with guest speakers). You will need to be well prepared for each class, having done the readings and exercises. It will also be necessary to think critically about the material.

III. COURSE GRADING AND REQUIREMENTS

International Business Environment and Political Institutions

(1st Half of Semester)

Class Participation	20%
Team Investment Presentation	10%
<u>Midterm Exam</u>	<u>15%</u>
Total	45%

International Corporate Strategy and Operations

(2nd Half Semester)

Class Participation	20%
Analysis of 2 Business Cases	10%
China or DC Project	10%
<u>Final Exam</u>	<u>15%</u>
Total	55%

More information on the Team Investment Presentations and Business Case Analysis will be provided at the appropriate time during the semester.

Class participation is important and requires both preparation and attendance. It is expected that students attend every class and scheduled speaking event. Please notify me, in advance, of absences for any reason. Should you be absent, it is still your responsibility to know the material covered.

Midterm and final exams will cover the material from the required readings, guest lectures, videos, and class discussion for the first half and second half of the semester respectively (i.e. final is not comprehensive). Exams will be two hours in length, in-class, and closed book.

IV. REQUIRED COURSE MATERIALS

Hill, Charles W. L. **International Business: Competing in the Global Marketplace, 6th Edition** (McGraw Hill, 2007) (*Textbook may be purchased at the AU Bookstore or over the Internet.*)

Rivoli, Pietra **The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade** (available in paperback)

Friedman, Thomas **The World is Flat; a Brief History of the 21st Century** (“Updated and Expanded” version available in bookstores everywhere)

The Economist, a weekly magazine

To order the magazine with a significant student discount go to: www.economistacademic.com and then click on “Students.” Fill out the information including the faculty ID number: 2821. The cost is \$19.95 for 12 weeks of both the print edition and premium access to www.economist.com.

Additional business cases from a variety of publishers will be assigned.

V. OTHER ISSUES

Academic Integrity Code

Standards of academic conduct are set forth in the University's Academic Integrity Code which is provided to you in your orientation packet. By participating in this program you have acknowledged your awareness of the Code, and you are obliged to become familiar with your rights and responsibilities under the Code. Violations of the Academic Integrity Code will be taken seriously, and disciplinary actions will ensue should such violations occur. Please see me or the Dean if you have any questions about academic violations described in the Code in general or as they relate to particular requirements in this program.

Dress Code

When we have seminar sessions with guest speakers off-campus, proper business attire is required. When we have guest speakers in our classroom, business casual is appropriate (no suit and tie is required but nor should you wear excessively casual jeans and t-shirts). See the separate “Rules of the Road” handout.

Transportation

The American University does not pay for transportation to seminars, internships or research project interviews. Traffic is intense in the Washington area and parking can be a frustrating problem. Therefore, public transportation (Metrorail and Metrobus) is the best way to go. Please make sure you allow extra time to get to an off-campus seminar.

We will generally travel as a group off-campus - you are encouraged to join. In general, it will be useful to obtain a Metrorail pocket map early in the semester - it will be invaluable to you in your travels around town for school and personal trips.

VI. CLASS SCHEDULE AND REQUIRED READINGS
International Business Environment and Political Institutions
(First Half of Semester)

Week 1: Week of January 16
Seminar Orientation

Week 2: Week of January 22
Globalization and Differences in National Political Economy
Hill, Chapter 1 & 2 and begin Part 1 of *The Travels of a T-Shirt in the Global Economy*

Week 3: Week of January 29
Cultural and Ethical Issues in International Business
Hill, Chapter 3 & 4 and complete Part 1 of *The Travels of a T-Shirt in the Global Economy*

Week 4: Week of February 5
Theory of Trade
Hill, Chapter 5 and read Part 2 of *The Travels of a T-Shirt in the Global Economy*

Week 5: Week of February 12
Political Economy of Trade
Hill, Chapter 6 and read Parts 3 & 4 of *The Travels of a T-Shirt in the Global Economy*

Week 6: Week of February 19
Theory and Political Economy of Foreign Direct Investment
Hill, Chapter 7 & 8

Week 7: Week of February 26
Regional Economic Integration
Hill, Chapter 9
Team Investment Presentations (30 minutes per team on February 28)

Week 8: Week of March 5
Review and Midterm Exam

International Corporate Strategy and Operations
(Second Half of Semester)

Week 9: Week of March 12
SPRING BREAK No Classes or Internships this Week

Week 10: Week of March 19
Foreign Exchange and International Monetary System
Hill, Chapters 10 & 11

Week 11: Week of March 26 – China or DC
Begin reading Friedman, *The World is Flat*
Additional reading materials will be distributed.

Week 12: Week of April 2 – China or DC
Continue reading Friedman, *The World is Flat*

Week 13: Week of April 9 – China or DC
Finish reading Friedman, *The World is Flat*

Week 14: Week of April 16
International Business Strategy and Organization
Hill, Chapter 12 & 13

Week 15: Week of April 23
Strategic Alliances, and Global Manufacturing
Hill, Chapter 14 & 16

Week 16: Week of April 30
Review and Final Exam (covering second half of semester)

Additionally, relevant articles from *The Economist* magazine and business cases are assigned throughout the semester.

VII. FINAL NOTE

International business and the DC community are dynamic and ever changing. This course will also be subject to changes throughout the seminar. While this syllabus will serve as a useful guide as to what to expect this semester, it is not written in stone.

Welcome to Washington, DC!