International Trade and Globalization

Course Number: U44 Bus 380
Semester: Spring 2016
Time: Monday, 5:30 – 7:30 pm

Instructor: Tim Nowak
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Required Text: Wild, John J, Wild, Kenneth L.,
International Business: The Challenges of Globalization
(Seventh Edition), Pearson Education Inc.

Description: This course will explore globalization in the context of international trade and cross-border investments. Course topics include: forces driving globalization; economic consequences; trends in international trade and investment; effects of protectionism; government’s role in world trade; international institutions such as World Trade Organization, European Union, and International Monetary Fund. In each of these areas we will consider how current global events and questions impact the international business environment.

Requirements: Students in this course will be required to do the following:

1. Attend classes and actively participate in discussions and activities. Attendance is critical. If you must miss a class, please notify me ahead of time by email and/or phone.

2. Refrain from academic dishonesty. Plagiarism, cheating, or any other dishonest act will not be tolerated. Please take time to review the Washington University – University College information on Academic Integrity - http://ucollege.wustl.edu/faculty/academic_integrity

Assignment Descriptions: You will be expected to complete a midterm and final examination. Each student will also prepare a short report on Regional Economic Integration and make a Powerpoint presentation in class.

Grading: The following indicates the percentage value of each of the assignments you will be asked to complete this semester:

20% - Class attendance and participation
20% - Written assignment and class presentation
30% - Midterm
30% - Final Examination

Schedule: Students are expected to complete assigned readings before coming to class.
Week 1  Welcome and Introductions.  Review syllabus. Introduction to Globalization
January 25  Video: Edward L. Monser, President & Chief Operation Officer, Emerson

Week 2  Chapter 1 Globalization
February 1  Learning Objectives:
1. Identify the types of companies that participate in international business.
2. Describe the process of globalization and how it affects markets and production.
3. Describe the two forces causing globalization to increase.
4. Summarize the evidence for each main argument in the globalization debate.
5. Describe the global business environment and identify its four main elements

Week 3  Special Invitation: Cybersecurity in U.S. – China Relations
February 8  Dr. Dingli Shen
4:00pm | Hillman Hall at Washington University
Chapter 2 Cross-Cultural Business
Learning Objectives:
1. Describe culture and explain the significance of both national culture and subcultures.
2. Identify the components of culture and describe their impact on international business.
3. Describe cultural change and explain how companies and culture affect each other.
4. Explain how the physical environment and technology influence culture.
5. Describe the two main frameworks used to classify cultures and explain their practical use.

Week 4  Chapter 3 Politics, Law, and Business Ethics
February 15  Learning Objectives:
1. Describe each main type of political system.
2. Identify the origins of political risk and how managers can reduce its effects.
3. Describe each main type of legal system and some important global legal issues.
4. Explain ethics and social responsibility and key issues facing international companies.
5. Explain how international relations affect international business activities.

Week 5  Chapter 4 Economics and Emerging Markets
February 22  Learning Objectives:
1. Describe what is meant by a centrally planned economy and explain why its use is declining.
2. Identify the main characteristics of a mixed economy and explain the emphasis on privatization.
3. Explain how a market economy functions and identify its distinguishing features.
4. Describe the different ways to measure a nation’s level of development.
5. Discuss the process of economic transition and identify the obstacles for business.

Week 6  Chapter 5 International Trade
February 29  Learning Objectives:
1. Describe the relationship between international trade volume and world output, and identify overall trade patterns.
2. Describe mercantilism and explain its impact on world powers and their colonies.
3. Explain the theories of absolute advantage and comparative advantage.
4. Explain the factor proportions and international product life cycle theories.
5. Explain the new trade and national competitive advantage theories.

Week 7  Chapter 6 Business-Government Trade Relations
March 7  Learning Objectives:
1. Describe the political, economic, and cultural motives behind governmental intervention in trade.
2. List and explain the methods governments use to promote international trade.
3. List and explain the methods governments use to restrict international trade.
4. Discuss the importance of the World Trade Organization in promoting free trade.

Week 8
March 14

Chapter 7 Foreign Direct Investment

Learning Objectives:
1. Describe worldwide patterns of foreign direct investment (FDI) and reasons for those patterns.
2. Describe each of the theories that attempt to explain why FDI occurs.
3. Discuss the important management issues in the FDI decision.
4. Explain why governments intervene in the free flow of FDI.
5. Discuss the policy instruments that governments use to promote and restrict FDI.

Week 9
March 21

MIDTERM EXAMINATION

Week 10
March 28

Chapter 8 Regional Economic Integration

Learning Objectives:
1. Define regional economic integration and identify its five levels.
2. Discuss the benefits and drawbacks of regional economic integration.
4. Discuss regional integration in the Americas and analyze its future prospects.
5. Characterize regional integration in Asia and how it differs from integration elsewhere.
6. Describe integration in the Middle East and Africa and explain the slow progress.

Week 11
April 4

Chapter 9 International Financial Markets

Learning Objectives:
1. Discuss the purposes, development, and financial centers of the international capital market.
2. Describe the international bond, international equity, and Eurocurrency markets.
3. Discuss the four primary functions of the foreign exchange market.
4. Explain how currencies are quoted and the different rates that are given.
5. Identify the main instruments and institutions of the foreign exchange market.
6. Explain why and how governments restrict currency convertibility.

Week 12
April 11

Chapter 10 International Monetary Systems

Learning Objectives
1. Explain how exchange rates influence the activities of domestic and international companies.
2. Identify the factors that help determine exchange rates and their impact on business.
3. Describe the primary methods of forecasting exchange rates.
4. Discuss the evolution of the current international monetary system and explain how it operates.

Week 13
April 18

Chapter 12 Analyzing International Opportunities

Learning Objectives:
1. Explain each of the four steps in the market- and site-screening process.
2. Describe the three primary difficulties of conducting international market research.
3. Identify the main sources of secondary international data and explain their usefulness.
4. Describe the main methods used to conduct primary international research.
Accommodations based upon sexual assault:
The University is committed to offering reasonable academic accommodations to students who are victims of sexual assault. Students are eligible for accommodation regardless of whether they seek criminal or disciplinary action. Depending on the specific nature of the allegation, such measures may include but are not limited to: implementation of a no-contact order, course/classroom assignment changes, and other academic support services and accommodations.

If you need to request such accommodations, please direct your request to Kim Webb (kim_webb@wustl.edu), Director of the Office of Sexual Assault and Community Health Services. Ms. Webb is a confidential resource; however, requests for accommodations will be shared with the appropriate University administration and faculty. The University will maintain as confidential any accommodations or protective measures provided to an individual student so long as it does not impair the ability to provide such measures.

Bias Reporting:
The University has a process through which students, faculty, staff and community members who have experienced or witnessed incidents of bias, prejudice or discrimination against a student can report their experiences to the University’s Bias Report and Support System (BRSS) team. See: brss.wustl.edu

Mental Health:
Mental Health Services’ professional staff members work with students to resolve personal and interpersonal difficulties, many of which can affect the academic experience. These include conflicts with or worry about friends or family, concerns about eating or drinking patterns, and feelings of anxiety and depression. See: shs.wustl.edu/MentalHealth