

SCHOOL OF BUSINESS AND INTERNATIONAL RELATIONS

SPRING 2022

BUS 301

3 credits

Professor Sarah McIntosh

sarah.mcintosh@iau.edu

Office hours: by appointment

INTERNATIONAL BUSINESS TODAY AND TOMORROW

I. COURSE DESCRIPTION

The world's economies are now part of an integrated global system. Increasingly, firms of all sizes consider the entire world when deciding where to produce and where to sell their goods and services. Global trends, such as a greater emphasis on corporate social responsibility and sustainability, and international macroeconomic shocks, such as the on-going Covid-19 pandemic, influence the decisions of business leaders all over the world. At the same time, national borders and differences remain an essential fact of the global economy.

This course will study the changing world in which international business operates, with a particular emphasis on developing a global perspective through the study abroad experience. Its focus is on the 'macro' environment but it will also consider managerial implications.

II. COURSE OBJECTIVES

This course aims to:

- Give students an understanding of the environment for international business and the implications for an organization's strategy, structure, and functions
- Help students adopt a critical approach to assessing economic theories and government policies relevant to business practice

III. LEARNING OUTCOMES

By the end of the semester, students should be able to:

1. Summarize the main reasons for national differences in political economy and culture
2. Explain the basic structure of the global trade, investment, and monetary systems

3. Evaluate the implications of economic theories and government policies for business practice
4. Analyze contemporary debates related to international business
5. Interpret and present data on the international business environment

IV. INSTRUCTIONAL METHODS AND ACTIVITIES

The method is to ask interesting questions first and then to introduce the material, concepts, and tools to help answer them. The course will rely on discussion and activities, including classroom games, case studies and data exercises. Whenever possible the course will use examples and make applications to the real world and other courses. For this format to work you are expected to read and think about the assigned material before class.

The course is taught by an economist who has worked with governments and corporations in Europe, Africa, and Asia, specifically on evaluating social impact. It has a particular emphasis therefore on introducing you to the issues from an economics perspective. The course will also draw on students' knowledge and experiences to make connections to other disciplines and contexts.

V. PRIMARY TEXTBOOKS AND MATERIAL

The primary course textbook is:

Hill, C.W.L., (2021) *International Business: Competing in the Global Marketplace*. 13th ed. New York: McGraw-Hill Education.

Two other important sources of material for the course are:

- The *Financial Times*. IAU has an institutional subscription, which we will use as a starting point to identify contemporary debates and policies.
- GlobalEDGE™ is an online resource for global business knowledge. Much of our data work with rely on this website.

Additional course material will be posted on Teams.

VI. EVALUATION AND GRADING

			What	Why	When
Reading quizzes	25 points each	20%	Regular online quizzes with a focus on basic knowledge and understanding	To help guide your reading and provide the common ground for class discussion and activities	Weekly
Class attendance and participation	100 points	10%	Skill-based system to assess participation	To motivate participation skill building across a	Throughout

				variety of dimensions	
Class activities	200 points	20%	E.g., class games, case studies and data exercises	To provide a low-stakes assessment of your effort to understand the material	Throughout
Case study presentation	150 points	15%	A 15-minute presentation analyzing a topical case study	To evaluate a contemporary issue in international business	Monday 7 March – Wednesday 16 March
Final research project	350 points	35%	A five-page memo on the opportunities and risks for a selected country and sector	To integrate and apply the knowledge and skills that you have learned in the course	Wednesday 27 April

All assignments should be submitted on Teams. Extensions require one full day’s advance approval from me. Grading rubrics will be provided for all assignment prompts and for class attendance and participation. Students can at any time get an idea of their overall grade themselves using the tool provided.

As per IAU’s attendance policy, attendance will be part of your final grade. Two unexcused absences are tolerated. Any other unexcused absence will affect the final grade. The following are considered as excused absences: absences linked to IAU excursions; sickness (a medical certificate is required); emergencies.

VII. CALENDAR

The course schedule is presented below. We may discover that we want to spend more time on certain topics and less time on others. I will consider changing the schedule if such a change would benefit most students’ learning in this course.

Unit 1. Introduction & national differences

Week	Dates	Topic
1	WE 26/01	Introduction to the course
2	MO 31/01 WE 02/02	Globalization
3	MO 07/02 WE 09/02	Political, economic, and legal systems
4	MO 14/02 WE 16/02	Economic development
5	MO 21/02	Culture

	WE 23/02	
6	MO 28/02 WE 02/03	Ethics, Corporate Social Responsibility, and Sustainability

Unit 2. The global trade and investment environment

Week	Dates	Topic
7	MO 07/03 WE 09/03	International trade theory
8	MO 14/03 WE 16/03	Government policy and international trade
9	MO 21/03 WE 23/03	Foreign direct investment
10	MO 28/03 WE 30/03	Regional economic integration

Unit 3. The global monetary system & wrap-up

Week	Dates	Topic
11	MO 04/04 WE 06/04	The foreign exchange market
12	MO 11/04 WE 13/04	Spring break: NO CLASSES
13	MO 18/04 WE 20/04	Easter Monday: NO CLASS Case: Boeing and Airbus
14	MO 25/04 WE 27/04	The international monetary system
15	MO 02/05 WE 04/05	The global capital market
16	MO 09/05	What next? And wrap-up