

Summer 2015 SYLLABUS
International Business
62396 INB 300

Instructor: **Prof. Dr. Peter Schmidt**
Office: Cameron Hall, (*room tba*)

Classroom: **CH 231**
Class Hours: **MTWT 10:15 - 11:15 am /**
MTWT 11:20 - 12:20 pm

Office: Monday & Wednesdays
Hours: 12:30 pm – 13:00 pm
and by appointment

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Course Description: Survey course of the importance of global issues as firms attempt to compete across the world. Key topics include: anticipating and preparing for global competition, understanding international trade theory and differences in political economies, reviewing global and regional economic integration, considering international market entry processes, and examining key cross-cultural issues affecting business operations.

Prerequisites: ECN 222 and junior standing or admission to the Cameron School of Business.

Required text: **Charles L.W. Hill** "International Business: Competing in the global marketplace" (10th GLOBAL edition). Further readings will be provided in class / on webpage

Course objectives After successfully completing the module, the students should have achieved the following qualifications:

- The competence to understand the nature of (business) decision making within an international economic environment and derive their own conclusions for a reasonable way of acting in such environments – from business as well as well as policy point of view.
- They have discussed contemporary methods and theories of International Business / Economics and by this means achieved the methodological competence to deal with problems in this field.
- They have derived an awareness of the high importance of intercultural differences between business partners.
- They have learned to apply the knowledge of international and intercultural issues in their studies.
- The students have discussed economic questions in teams and presented the results in class, so that they have enhanced their social competencies.

Attendance Policy

You are expected to attend every class. I am realistic, however, to know that some absences are likely. Therefore, the attendance policy is that **Students who miss four or more classes will receive one grade lower than one expected.**

The UNCW Student Academic Honor Code: "The University of North Carolina Wilmington is a community of high academic standards where academic integrity is valued. UNCW students are committed to honesty and truthfulness in academic inquiry and in the pursuit of knowledge. This commitment begins when new students matriculate at UNCW, continues as they create work of the highest quality while part of the university community, and endures as a core value throughout their lives." The UNCW Academic Honor Code Policy will be followed in this course. See: <http://uncw.edu/odos/honorcode/about.html>

Course assessment: Each student's progress will be assessed in 4 parts:

Grade Requirements (%):	A	93 - 100	Maximum points (100%)	1000
	A-	90 - 92		
	B+	87 - 89	1) Test 1 (midterm)	250
	B	83 - 86	2) Test 2 (final)	250
	B-	80 - 82	3) Group present (Case study / chapter)	250
	C+	77 - 79	4) Team's participation	250
	C	73 - 76		
	C-	70 - 72	+ additional Bonus (see below)	up to 200
	D+	67 - 69		
	D	63 - 66		
	D-	60 - 62		
	F	0 - 59		

1) / 2) Tests: The tests will be MC tests of ~75 questions. They will contain the topics from the class plus a few basic words in French, Spanish and German.

Make-Up Exams: To make up a missed exam is not a right. Only under certain circumstances, the student shall be permitted to make-up a missed exam; this can be in form of an essay or an individual presentation about a contemporary issue.

3) Group presentations: Students have to present a case study connected to one of the chapters of the book. These may refer to the cases delivered in the book, but own cases / examples are preferred.
The presentations will take place after the midterm in class.
Students can form groups of 2-3 students. (Doesn't have to be the same as the teams)

4) Teams & Homework: + Teamwork tasks will be assigned to five teams (see webpage). The teams are expected to present the results in class.
+ Country characteristics as a portfolio:
- Country poster (one ppt slide to be printed as a poster + ~5 min present.)
- more detailed economic facts, figures, trade patterns .. about your country
- further interesting information about your country (culture, language, stories, helpful hints and tips for businesses, ...)

+ Additional Bonus (optional)

- Expectation (individual), Blogs (up to 4 per team) 20 points each 100
- individual case study up to 100
- your creative ideas (to be approved by lecturer) up to 100

Course Outline: **ALL Dates and Topics** may be subject to change.
 For more details and the up-to-date see course webpage
 → www.schmidt-bremen.de/uncw.htm

No.	Date	Remarks	Book Chapter / Topics
1	Mon 22 June	(Mankiw chap. 1)	Introduction and "10 Principles of Economics"
2	Tue 23 June	(Mankiw chap. 1)	"10 Principles of Economics"
3	Wed 24 June		Chapter 1: Globalization
4	Thu 25 June		Chapter 2: National Differences in Political Economy
5	Mon 29 June		Chapter 3: Political Economy and Economic Development
6	Tue 30 June		Chapter 4: Differences in Culture
7	Wed 1 July		Chapter 5: Ethics in International Business
8	Thu 2 July		Chapter 6: International Trade Theory
9	Mon 6 July		Chapter 7: The Political Economy of International Trade
10	Tue 7 July		Chapter 8: Foreign Direct Investment
11	Wed 8 July		Review and discussion International Trade Theory
12	Thu 9 July	Test 1 (mid term)	(~ 75 MC questions)
13	Mon 13 July		Chapter 9: Regional Economic Integration
14	Tue 14 July		Chapter 10: The Foreign Exchange Market
15	Wed 15 July		Chapter 11: The International Monetary System
16	Thu 16 July		Chapter 12: The Global Capital Market
17	Mon 20 July		Chapter 13: The Strategy of international Business
18	Tue 21 July		Chapter 14: The Organization of International Business
19	Wed 22 July		Reading / Study day (no class)
20	Thu 23 July	Test 2 (final)	(~ 75 MC questions)

Miscellaneous

- a. Student Assistance
 I strongly encourage each of you who might be doing poorly in the course (say, less than 70%) to come by and see me. If you are concerned about your performance, I know I will be. Also any suggestions about the course, topics, teaching are appreciated.
- b. Changes in the Syllabus
 I reserve the right to make any changes in the syllabus, including, but not limited to, changing examination dates, adding or subtracting chapters, changing assignment dates. The changes will be announced in class and on the course webpage.
- c. Emails to me
 The use of emails between you and me can be very useful and time saving and I encourage you to contact me (via email or seeing me during my office hours). However, many times the information sought via email has been talked about and discussed multiple times in class (e.g., when is the test? what chapters are on the test? etc.) or is clearly stated in the syllabus. Please be aware that I will only respond to emails that seek information or provide information that truly needs a response that could not have been shared during class times.