



## ECON 3615: International Trade

| 2022 Spring Session   |   |
|---|---|
| <b>Total Class Sessions: 25</b><br><b>Class Sessions Per Week: 5</b><br><b>Total Weeks: 5</b><br><b>Class Session Length (Minutes): 145</b><br><b>Credit Hours: 4</b> | <b>Instructor: Staff</b><br><b>Classroom: TBA</b><br><b>Office Hours: TBA</b><br><b>Language: English</b> |

### Course Description:

International trade studies business and trade in a global context. It explores the unique competitive, political and social environments in which international business takes place. This course aims to equip students with the knowledge and skills needed for successful business operation in an international environment. Topics covered include: Background for international business; Trade and investment; International institutions; the world financial environment; Dynamics of international business-government relationships; Corporate policy and strategy; Legal issues and ethics; Functional management, operations and concerns.

Prerequisite: ECON 2110 Intermediate Microeconomics and ECON 2210 Intermediate Macroeconomics

### Course Assignments:

#### **Quizzes:**

There will be 5 quizzes administered through the whole semester. Quizzes will always be completed in the first twenty minutes of class. Quizzes will be a combination of objective and short answer/ essay type questions. There will be no make-up quizzes.

#### **Case study**

The main purpose of this task is for students to maintain the concepts, fundamentals and sensitivity required as managers facing real-world international business problems. Each student will work individually on a case and submit the report at the end of the semester. An overview of case study writing techniques will be discussed later in the semester.

The following questions help construct the case analysis:

1. What are the main issues faced by the organization?
2. What are possible causes of these issues?
3. What are possible solutions to these issues?
4. What are the advantages and disadvantages of these solutions?
5. What is your final selected solution and why? Explain specifically how this solution would improve the current situation facing the organization.
6. What concepts of international business does the case illustrate?
7. What are the lessons learned from the case?

Note that an effective case write-up begins with an introduction which states the issues of the



case and the points to be discussed. The body of the analysis develops the ideas discussing the pros and cons of solutions and offering a recommendation. The conclusion summarizes the essential elements of the analysis, highlighting the concepts of international business and lessons learned.

**Exams:**

Exams will consist of multiple choice, short answer questions and medium-length short essay questions. Questions on the exams will test students' understanding and application of the topics covered in class.

There will be one midterm exam and one final exam. Both will be closed book exams. The exact date and place for final examination will be announced later in the semester.

**Term paper and oral presentation**

Each student is required to complete an individual essay assignment on a topic selected from the list of all topics proved by the instructor. During the process of writing this term paper, students are expected to gain a deeper understanding of the topics covered in class and apply what they have learned to analyze problems in the real business world. Critical thinking and professional writing skills are also practiced. Writing in a professional manner means the paper should be correctly formatted with no grammatical or spelling errors.

Each student will need to present their term paper orally. They will have about 15 to 20 minutes and are expected to show the use of technology, organization of materials, effective communication in their presentation. Presentations will be made in the final week.

**Course Assessment:**

|                   |             |
|-------------------|-------------|
| Quizzes           | 10%         |
| Case study        | 20%         |
| Term Paper        | 15%         |
| Oral Presentation | 10%         |
| Midterm Exams     | 20%         |
| Final Exam        | 25%         |
| <b>Total</b>      | <b>100%</b> |

**Grading Scale (percentage):**

| A+  | A   | A-  | B+  | B   | B-  | C+  | C   | C-  | D+  | D   | D-  | F   |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 98- | 93- | 90- | 88- | 83- | 80- | 78- | 73- | 70- | 68- | 63- | 60- | <60 |
| 100 | 97  | 92  | 89  | 87  | 82  | 79  | 77  | 72  | 69  | 67  | 62  |     |

**Course Materials:**

*Global Business Today* by Charles W. L. Hill, G. Tomas M. Hult, 10th Edition



### **Course Format and Requirements:**

Format of this course is mainly lectures, together with in-class discussions, quizzes, case study, essay and presentations. Lectures may often go beyond what is included in the textbook. To ensure that students keep up with and make the most of this class, regular attendance is essential. Students must attend no less than eighty percent (80%) of the classes scheduled for the course.

More than 20% unexcused absences will result in a lower final grade.

### **Academic Integrity:**

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Chengdu University of Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

### **Special Needs or Assistance:**

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.

### **Course Schedule:**

Class 1:

Introductions and initial discussion on Globalization;  
Globalization & Business today

Term Paper Introduction;

List of topics for discussion

Class 2:

Motives for engaging in international trade;

What is international trade?

Define international business, discuss the elements of international business and describe how it differs from domestic business;

Class 3:

National differences in Political Economy;

Political and legal environments facing international businesses;

Class 4:



### Quiz 1

Different economic systems and key economic issues that influence international trade;

### Case Study Introduction

#### Class 5:

National differences in Culture;

Cultural environments facing international businesses;

#### Class 6:

Cross-cultural business;

The cultural environment of international trade;

#### Class 7:

Political and Legal systems in national environments;

Government intervention in international business;

### Term Paper Outline Due

#### Class 8:

Business-Government Trade Regulations;

Effect of governmental policies on trade;

#### Class 9:

#### Quiz 2

Ethics in international business;

Globalization of markets and the internationalization of the firm;

### Case Study Topic Choice Due

#### Class 10:

Organizational participants that make international business happen;

International Trade Theory;

Theories and the underlying assumptions;

### Meet with Instructor to Finalize Case Study Topic

#### Class 11:

International Trade Theory (Cont.);

Theories and the underlying assumptions (Cont.);

Understanding emerging markets;

Entering foreign markets;

### Term Paper Draft 1: Appointment for feedback



Class 12:

Discuss the process and criteria that companies use to evaluate and select a country for international expansion;  
Analyzing international opportunities;  
Review for midterm

Class 13:

Midterm

Class 14:

Quiz 3

Foreign direct investment:  
Strategy of foreign direct investment;  
International financial markets;  
International Monetary System;

Class 15:

Foreign exchange:  
How foreign exchange market works for immediate and long term transactions;  
How it is used in commercial and financial transactions;  
International Monetary System (Cont.);  
The role of International Monetary Fund;

Class 16:

Foreign exchange:  
Determination of exchange rates;  
How exchange rate movements influence business decisions;

Class 17:

Regional economic integration;  
Define and compare the different forms of economic cooperation and integration;  
Understanding major trading blocks;  
Discuss the Multinational Enterprise: objectives, problems, economic impacts, criticisms, political controversies;

Term Paper Draft 2;

Appointment for feedback;

Class 18:

Quiz 4

Discuss the Multinational Enterprise: objectives, problems, economic impacts, criticisms, political controversies (Cont.);  
The Strategy of International Business: the relationship of international business negotiations and diplomacy;



## Case Study Draft

Class 19:

The Strategy of International Business:

Analyze the various collaborative strategies that companies may use to engage in international business;

Class 20:

Quiz 5

Describe the alternative organizational structures for international operations and discuss the challenges of controlling these operations;

Discuss the implications of accounting methods and taxation in foreign operations;

Class 21:

Describe the multinational finance function:

External and internal sourcing of funds;

Financial risks;

Class 22:

Investment considerations;

The implications of international marketing;

Understanding business in emerging markets;

Presentation Electronic Version Due

Class 23:

Exporting, Importing, & Countertrade;

Compare the elements and issues of import and export strategies;

Presentation Day

Class 24:

Global Production, Outsourcing, & Logistics; Global Marketing and R & D;

Hiring & Managing Employees: human resource issues related to international business;

Presentation Day

Class 25:

Course summary of this semester;

Review final exam;

Case Study Report Due;

Term Paper Due;

Final Exam (Cumulative): TBA