

<b>COURSE TITLE BLACKBOARD SITE</b>	MGT 6053 02 Global Business Economics -FALL 2012 – <a href="http://my.ltu.edu">http://my.ltu.edu</a> and select CRN 1501
<b>INSTRUCTOR</b>	Michael A. Rinkus SVP International Trade Services, Comerica Bank 313-268-0721 <a href="mailto:mrinkus@aol.com">mrinkus@aol.com</a>  Office hours by appointment
<b>SCHEDULE</b>	September 5 – December 15, 2012  Refer to <a href="http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp">http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp</a> for the last date to withdraw and other important registration related information.
<b>Course Description</b>	The success of increasing numbers of organizations today depends on their abilities to compete effectively in diverse markets around the globe where they encounter fundamental differences in values, beliefs, and social systems. The purpose of Global Business Economics is to prepare future leaders to meet these challenges by enhancing their understanding of the multiple dimensions of “globalization,” the opportunities and challenges it presents tomorrow’s leaders, and the profound impacts on business, organizations and society. The course provides the global context for coursework in finance, marketing, leadership and global strategic management.  The interdisciplinary course examines the economic, financial, legal, ethical, political, social and cultural systems around the globe that affect business, commerce and economic development. It examines the impact of globalization on these systems in developed and emerging economies, and the implications of these systems for the success of global organizations. The course also provides students the opportunity to address the multiple dimensions of global business by formulating effective strategies for entering, producing, managing and competing successfully in global markets.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. Provide students a comprehensive understanding of the global economy, and its multiple impacts on business, commerce and economic development</li> <li>2. Provide students an understanding of the opportunities and challenges globalization presents for effective leadership and management</li> <li>3. Understand the inter-disciplinary knowledge, tools and skills required to assess and respond effectively to the diverse issues confronting today’s global organizations</li> </ol>

<b>REQUIRED TEXT</b>  (See Blackboard for additional resources)	Author: Charles W. L. Hill, Title: Global Business Today Edition: 7th Available for online purchase through LTU Bookstore at: <a href="http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489">http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489</a>
<b>ADDITIONAL RESOURCES</b>	LTU Online student resources: <a href="http://www.ltu.edu/ltuonline/">http://www.ltu.edu/ltuonline/</a>
<b>TECHNICAL SUPPORT</b>	Technical support for using Blackboard is provided by the Helpdesk, 248.204.2330 or <a href="mailto:helpdesk@ltu.edu">helpdesk@ltu.edu</a> . Send the Help Desk a form detailing any issues by clicking here <a href="http://tinyurl.com/3yqrvne">http://tinyurl.com/3yqrvne</a> .

### COURSE SCHEDULE FOR COLLEGE OF MANAGEMENT (GRAD) SEMESTER COURSES

This fully online course begins with a partial week online course orientation period to familiarize yourself with the online learning environment and to meet online or via the phone with your instructor. Each subsequent week starts on a Monday and ends on a Sunday.

Dates	Modules	Topics / Readings	Assignments Due
Prior to Semester Start and Sep 5 – Sep 9	Module 0	Overview of textbook Online Learning Orientation Course Orientation	
Week of Sep 10 – Sep 16	Module 1	Chapter 1 – Globalization and the Environment of International Business	Bb Discussion Board Forums Chapter 1: Answer discussion questions 1 and 3 from page 39 in the discussion board
Week of Sep 17 – Sep 23	Module 2	Chapter 2 – National Differences in Political Economies	Bb Discussion Board Forums Chapter 2: Answer Question 5 page 86 in the discussion board
Week of Sep 24 – Sep 30	Module 3	Chapter 3 – Differences in Culture Chapter 4 – Ethics in International Business – (or why I grew to embrace the Foreign Corrupt Practices Act!).	Bb Discussion Board Forums Chapter 3: Page 124 Question 2 and Question 6 page 125 in the discussion board

Dates	Modules	Topics / Readings	Assignments Due
Week of Oct 1 – Oct 7	Module 4	Chapter 5 - International Trade Theory  Chapter 6 – The Political Economy of Trade	Bb Discussion Board Forums Chapter 5: Page 194: Questions 3 and 6a in the discussion board  Chapter 6: Page 238 Question 4 in the discussion board
Week of Oct 8 – Oct 14	Module 5	Chapter 7: Foreign Direct Investment Chapter 8: Economic Integration.	Bb Discussion Board Forums Chapter 7: Page 271 Question 1 and 3a and c Chapter 8: Page 307 Question 3 in the discussion board
Week of Oct 15 – Oct 21	Module 6	<b>Mid Term You will have 3 ½ hours to do the mid term. The test will be a mix of multiple choice and essays from the text and the lectures.</b>	The test will be available from Oct. 15 <sup>th</sup> thru to Oct. 21. Once you download the test you must take it and return it in 3 ½ hours.
Week of Oct 22 – Oct 28	Module 7	This week will be the Great Debate. The debate will take place in the discussion board. You have 3 responsibilities. 1. Choose one of the letters and write a two page paper defending that group's decision. 2. Submit your paper in the designated discussion forum. 3. Comment on your colleagues position they took in their paper and defend your position in your paper.	Bb Discussion Board Forums Don't necessarily pick a group you agree with, pick a letter from a group you might not agree with, do the research and write the paper defending them. Then debate it!
Week of Oct 29 – Nov 4	Module 8	Chapter 9 – Global Monetary System Chapter 10 – Floating Exchange Rates	Bb Discussion Board Forums Chapter 9: Page 339 Questions 4 and 5 Chapter 10: Page 375 Questions 1 and 4 and 6 in the discussion board
Week of Nov 5 – Nov 11	Module 9	Chapter 12 – The Strategy of International Business	Bb Discussion Board Forums. Two companies, Cummins Diesel, and Target Dept. Stores are thinking of opening up locations in Moscow. What are the risks of each and what company would you invest in? In the discussion board.

Dates	Modules	Topics / Readings	Assignments Due
Week of Nov 12 – Nov 18	Module 10	Chapter 13 Exporting, Importing and Countertrade	Bb Discussion Board Forums Explore the <a href="http://www.exim.gov">www.exim.gov</a> site. Also, explore another country's exim equivalent site. How do these export development authorities help companies export? Why do they exist and is the U.S. exim successful in your opinion?
Week of Nov 19 – Nov 25	Module 11	Spend one hour on the internet to do research on an organization involved in global affairs (ie; Doctors without Borders, IMF, World Bank, United Nations, a global corporation etc.) Prepare and submit to the appropriate discussion board site a 2 to 3 page paper on what this company/organization does and how they mitigate global risk and/or operate in the global environment.	Bb Discussion Board Forums Paper due Nov. 20, discussion on the papers to take place the balance of the week
Week of Nov 26 – Dec 2	Module 12	Video: Is Walmart Good for America? Chapter 14	Bb Discussion Board Forums Is Walmart Good for America? In discussion board
Week of Dec 3 – Dec 9	Module 13		Bb Discussion Board Forums Other assignment(s) due
Week of Dec 10 – Dec 15	Final Exams	Course Summary End of Course	Bb Discussion Board Forums Other assignment(s) due

### STUDENT EVALUATION

Letter grades are awarded based on the total number of points achieved. Points are deducted for late assignments.

#### EXAMPLES:

Assignments	Points
Participation	40
WTO Debate	20
Global Visit	15
Mid-Term	50
Consolidation Paper	20
Final Exam	50
SOP	5

Outline	10
Final Paper	90
Total Points	300

Class Points	Letter Grade
96 and above	A
90 – 95	A-
87 – 89	B+
83 – 86	B
80 – 82	B-
77 – 79	C+
73 – 76	C
70 – 72	C-
61 – 70	D (Undergrad Only)
60 and below	E

*Note: Grades lower than a "B" fall below the LTU graduate standard*

## EDUCATIONAL GOALS

### Course Objectives:

This course is designed to provide an understanding of the many issues confronting executives engaged in international business. Particular emphasis will be placed on international business issues, which will be analyzed with a political, economic, financial, social/cultural and historical context.

The material of this course is aimed at understanding the major structural changes and issues in the world economy that affect our domestic economy: increasing globalization, rapid technological innovation and diffusion and shifting of international competitiveness and relative economic power from West to the East. We will examine these viewpoints from both the United States and other countries. The course begins with an overall framework of the scope of international business and environment of international management today. Other key issues that will be covered include: cross-cultural communications, role of culture, regulatory environment, international negotiations and decision-making, planning in the global arena, regional trade regions and agreements and international institutions and the rapid technological innovations challenging Multinational Corporations and Financial Institutions Globally, from the digitizing of finance and investment documents to the Patriot Act/Homeland Security to current Antimoney Laundering initiatives and the responsibility being mandated on the private sector to a Vision for the World Economy.

## **STUDENT LEARNING OBJECTIVES / OUTCOMES**

### **THE KEY TO MANAGEMENT 6053 – International Business Perspectives:**

Attendance and participation is encouraged. Preparation for class is important. The class is meant to be an enjoyable and challenging learning experience, not only should you learn from the instructor, but from other classmates.

There are no make-ups for assignments or homework. All assignments must be submitted on-time, typed and representative of the type of work that business expects of global professionals. There are no penalties for turning in work early. Recommend that you make copies of work you turn in.

The grading in this course reflects our interest in the development of group skills, technical skills and managerial responsibilities. With many of the assignments there are no right or wrong answers. The goal is the process or methodology used and resources used to make conclusions and/or make recommendations. Were the appropriate skills developed to seek information? Did you process the information? What information is of value and what is applicable to the assignment? Did you come up with rational answers based on facts and supporting material?

As you go through the readings provided, write down your questions and comments for discussion. Please keep the big picture in mind; do not get bogged down in the details unless you have the time for it. As you read the text and online lectures, I hope you will find these and other readings that you select informative and stimulating in regards to international business perspectives.

Please feel free to communicate with me at any time at the above numbers provided throughout and after this term. You may find that e-mail is the most effective way for that purpose.

I look forward to an exciting, stimulating and fast-paced semester with all of –

**Blackboard Learning Environment** – Blackboard at my.ltu.edu contains the syllabus, all assignments, reading materials, streaming videos, narrated PowerPoint mini-lectures, podcasts, written lecture notes, chapter quizzes, links to Web resources, and discussion forums. You will submit all assignments via Blackboard, and are expected to participate regularly in discussion topics. Please take time to familiarize yourself with the organization of the Blackboard site. You will want to check the site frequently for announcements reminding you of new resources and upcoming assignments.

**Student/Instructor Conversations** – Students keep in touch with the instructor via e-mail messages, telephone conference calls.

**Self-Assessments** – Pre- and post- self-assessment tools will help students measure their entering skills and progress during the course.

**Required Reading** – Textbook chapters should be read according to the schedule outlined in the syllabus. Chapters will be discussed online.

**Publisher Web Site** – A publisher web site at <http://www.nnn.com/nnn> includes instructional materials, PowerPoint slides, case studies, application exercises, and practice quizzes. You should make use of as many of these resources as you need to be successful.

## **CLASS POLICIES AND EXPECTATIONS**

Each student has a LTU email account. If you wish to use a different email address for this course, please **change your email address in Blackboard under “Blackboard Tools”, then “Personal Information”** and send an email to me so I can store your address in my email directory.

Readings, discussion forum participation, and written assignments must be completed according to the class schedule. If business travel will take you away from regular participation, please clear the dates with me in advance.

It is essential that all students actively contribute to the course objectives through their experiences and working knowledge.

All assignments must be submitted on schedule, via Blackboard, and using Microsoft Office compatible software. If you need to submit an assignment via email, contact the instructor in advance. Late work will be reduced in value.

Assignments must be completed to an adequate standard to obtain a passing grade. Requirements for each assignment are detailed in this syllabus.

### **IMPORTANT NOTE:**

**WHEN YOU EMAIL ANY DOCUMENT TO ME PLEASE ENSURE THE FILE IS SAVED WITH YOUR LAST NAME THEN **LTUONLINE** AND THE TYPE OF DOCUMENT, SUCH AS SOP, OR OUTLINE, OR TERM PAPER.**

### **EXAMPLE:**

**RINKUSSOPLTUONLINE.DOC**

**ALSO, PLEASE BE SURE TO PUT YOUR NAME ON THE DOCUMENT ITSELF**

Be prepared to log into Blackboard at least once each day. Please focus your online correspondence within the appropriate Blackboard discussion forums so that your colleagues can learn from you.

At midterm and at the end of the course, you will be invited to participate in a University evaluation of this course. Your feedback is important to the University, to LTU Online, and to me as an instructor, and I encourage you to participate in the evaluation process.

It is important for you as students to know what to expect from me as your instructor:

- I will be available to you via e-mail and phone, and will promptly reply to your messages.
- I will be available to you for face-to-face appointments as requested.
- I will maintain the Blackboard web site with current materials, and will resolve any content-related problems promptly as they are reported to me.
- I will send out a weekly e-mail update to all class members to guide upcoming work and remind you of assignment due dates.
- I will return all assignments to you promptly, and will include individualized comments and suggestions with each assignment.
- I will hold our personal written or verbal communications in confidence. I will not post any of your assignments for viewing by the class without requesting your approval in advance.
- I will treat all members of the class fairly, and will do my best to accommodate individual learning styles and special needs.

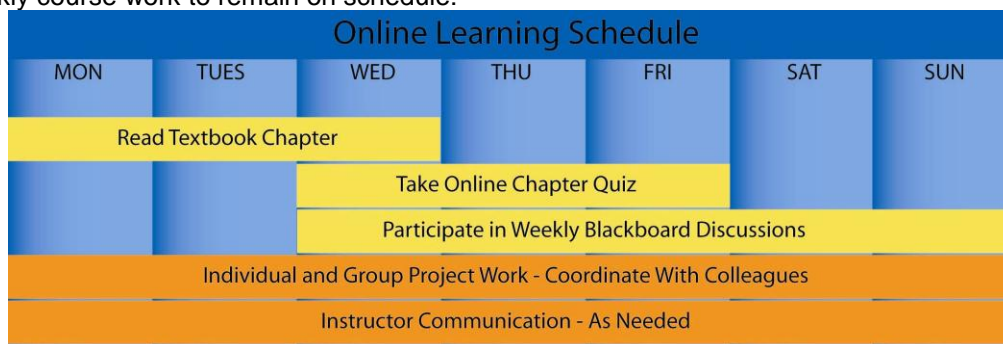
- If any of these points need clarification, or when special circumstances arise that require my assistance, please contact me so that we can discuss the matter personally.

## PRACTICAL GUIDELINES FOR CLASS LOAD EXPECTATIONS

A three-credit course generally requires at least nine hours per week of time commitment. Here are some practical guidelines to help schedule your time commitments for this online course:

- A 14-week semester (the Summer semester is compressed into 10 weeks) would require at least 126 hours of time commitment to successfully complete all readings, activities, assignments, and texts as described in this syllabus.
- You should reserve at least 6 hours per week to read the required textbook chapters and resources, participate in online discussions, review presentation materials, and work through online quizzes. This effort will total at least 84 hours over the course of the semester.
- You should organize your remaining time to roughly correspond with the point value of each major assignment. This means that you should plan to spend at least:
  - 8-9 hours preparing your case study review;
  - 24-40 hours working with your group on the three parts of your semester-long project;
  - 8-9 hours working on the various components of your reflective consolidation (final exam).

These guidelines may not reflect the actual amount of outside time that you – as a unique individual with your own learning style – will need to complete the course requirements. The number of hours each week will vary based on assignment due dates, so please plan ahead to insure that you schedule your academic, work, and personal time effectively. The following graphic can be used to guide you in planning your weekly course work to remain on schedule:



## ASSIGNMENT DETAILS

Course assignments and evaluation criteria are detailed below. Please review these requirements carefully. See the section Academic Resources / Assessment Guidelines for information about assessment of written and oral presentations.

Details for all assignments are shown below. Please note that you should not submit any assignments to the Blackboard "Digital Drop Box." All assignments are submitted using the Blackboard "Assignments" or "SafeAssign" function. Some assignments are also posted to the Blackboard Discussion Forum for student comments.

**Participation:** 40 points



Attendance and participation at every session (on-ground and online) are important and strongly encouraged. Class lectures, assignments and discussions will supplement readings. You are responsible for everything that is discussed in class and handed out in class. Effective contributions to each class tend to help grades, not hurt them. Evaluating the quality of class participation is necessarily subjective, but it is also based on the direct substantive contribution of the participation and on the indirect indicators of quality participation. Course participants should be prepared to discuss (analyze, summarize, comment upon, answer, question, and or react to, etc.) any portion or all of the material assigned for the session. Participation is an integral part of this course.

**Debate – WTO on Globalization: 20 points**

Subject matter will be posted on 6 “letters” of which you will take a position defending one of those “letters”. The letters represent “Developed Countries”, “Less Developed Countries”, “Labor”, “Environmentalists”, etc. You are to select a topic and defend your position to other students. It is the responsibility of everyone to read all letters and question/challenge the defensive position of others. There are not enough topics for each student so there will be duplicated, but that’s ok. I will also be there to challenge/defend your positions. Stretch yourselves, pick a topic you would not usually find yourself in agreement with, do some research, and state your position. This is an asynchronous debate that will go all week, so you go online as often as you want.

In this activity, you will learn about the issues of free trade and globalization by role-playing. In particular, you will learn many of the terms applied in Chapters 1-8 to an understanding of the effects of globalization on industrialized and developing nations.

**A Global Visit: 15 points**

Students will select a global website to visit. You are to spend at least one hour exploring the website. The paper should start with an explanation of why you choose this site and how you found it. The main idea of the paper is to share with the class what you found and learned, how it pertains to the course and if appropriate your work, what is the value of the resource and what you feel is a unique aspect of the site. The paper is to be two to three pages in length. Please post in the appropriate “Forum” in the “Discussion Area” of Blackboard (BB).

**Consolidation Paper: 20 points**

This consolidation paper is based on your primary learnings of this course and how this may add value to your future learning or professional objectives. You need to address your vision of the global economy and state whether or not you feel that global capitalism is working (include a few references to support your position). The paper is to be two to three pages in length. This paper is due on **Session 13**. Please post in the appropriate “Forum” in the “Discussion Area” of Blackboard (BB).

**Mid-Term (Chapters 1-8): 50 points**

You will have a mid-term to complete this week. Please set aside the time for this exam. You will download the test **ANYTIME** during this week and complete and email the test to me. The test will be timed for 3 1/2 hours. E-mail answers to: [mrinkus@aol.com](mailto:mrinkus@aol.com). **Please ensure your name is ON THE TEST** and you save the file in the following manner. EXAMPLE = rinkusmidterm.doc. Using your name of course.

**Term Project Paper**

**Statement of Purpose (5 points):** E-mail post in the “Discussion Forum” in BB. It should be one paragraph that defines what you want to study, why you want to study it and in order to do what?

**Outline & Working Bibliography (10 points):** Post in the Discussion Forum in BlackBoard (BB). Please include approved Statement of Purpose (SOP), outline to support the SOP and a working bibliography with at least eight to ten sources of information to support the paper.

**Term Paper (90 points):**

The term project should utilize the latest publications and data available. Topics will be approved based on the submitted **Statement of Purpose**. The paper is to be 12-15 pages in length double-spaced, exclusive of bibliography (minimum 15 sources) and appendices. Grammar, as well as framework and content, will be considered in determining the grade.

**Final Exam (50 points):**

The final exam will be available on the date noted in the syllabus above. You will have 3 ½ hours to take the test once you download it and send it to me completed. Please be sure you put your name on the test and also save it with your last name.

**ALL PAPERS TO BE DOUBLE-SPACED and FOLLOW PROPER CITATION STYL**

**SYLLABUS ADDENDA**

Please see the LTU Online “Current Students” web site <http://www.ltu.edu/ltuonline/currentonline.asp> for comprehensive information about Lawrence Tech’s academic services, library services, student services, and academic integrity standards. The content of this web site is explicitly included as syllabus requirements.

The LTU Online “Current Students” web site also includes grading rubrics used by your instructor to evaluate written assignments, discussion forum participation, and group assignments. Please note that the SafeAssign anti-plagiarism product will be used for written assignments submitted for this course. Please see the instructions included on the LTU Online web site regarding the use of the SafeAssign product.

**IDEAS FOR TERM PAPERS**

**ID#1:** Select a country that is of interest to you (over 225). Describe, from your knowledge, readings and research, the kinds of challenges specific to that country that an expatriate manager would face. What recent developments are taking place in that country that would affect international management and business? What are the critical and current issues affecting management or an organization when doing business in that country? What are the cross-cultural issues? What are the best industry markets (forecasts) for entry? What are the import and export statistics for that country and investment? Would you recommend doing business in that country and why? What is the best method of entry and why?

**ID#2:** Research a MNC. What is the vision of the CEO as well as the mission, scope and products of this company? Which countries does this MNC operate in? What kinds of challenges specific to the MNC are its managers facing? How has the organization performed in the last decade and is it doing today? What do you think is the future outlook for this organization and what recommendation(s) might you have?

**ID#3:** Develop a dossier for an executive going overseas. What environmental factors (P.E.S.T.) should be taken into account before going overseas. Paper could address:

1. Specific regional trade agreements like GATT, NAFTA, EC, MFN Status of China, etc. and its affects of doing business in that country
2. A culture component. Be sure to compare specific finding regarding religion, kinship, recreation, and other subsystems. What are the prevailing attitudes toward time, change, material factors, and individualism?
3. The best method of entry strategy for the MNC doing business in that country.
4. Interview of an employee, manager or executive who has lived overseas or traveled extensively.

**Other Suggested Topics:**

- What are the major trends and institutions in the evolution of the post-WWII global system that managers should be aware of?
- What have been the roles of the U.S managers in taking their companies global? Use company's stories to illustrate.
- Is Globalization harmful to the environment?
- Does Chinese economic growth harm the U.S.
- Comparative management styles, i.e. U.S. versus Japanese.
- What is the role for women in international management?
- How does an organization build an international management team?
- International management opportunities with NGOs.
- What have been the roles of the U.S., other major developed countries, developing countries, socialist countries, multilateral institutions, regional economic blocs and MNC in the integration of the world economy?
- What have been the roles of GATT/WTO, IMF and the WB in global integration from an international business perspective? Have these organizations differed significantly in their structure and operation? How successful have they been in achieving their objectives?
- What have been the characteristics of regional economic institutions such as the European (EU) and the North American Free Trade Agreement (NAFTA)? How has it helped or hindered U.S. economy or certain industries?
- Carbon Trading and other International Derivatives and their history and impact on Environmental Sustainability

*Select something of interest to you and your career!*

### **Sample Statement of Purpose & Outline**

**I want to learn what** the role of NGOs are in influencing environmental law and policymaking in *sustainable urban development* **to find out how** NGOs impact on environmental policies and what is the NGOs present and future roles. **This will lead to** a recommended framework or model how NGOs can make a viable contribution to environmental policymaking and how this will improve the NGOs' local efforts. The role of NGOs as a potential major contributor in resolving environmental challenges will be compare and contrasted from a developed versus a developing country's perspective.

#### **INTRODUCTION**

The Interest In The Environment  
Sustainable Urban Development  
Who Is "Legally" Governing The Environment?  
NGOs' Origins And Their Importance  
What Is The Future Role Of NGOs In Environmental Policy?

#### **UNITED STATES ENVIRONMENTAL CHALLENGES LEGAL CLIMATE, AND NGOS**

Environmental Problems In The United States  
United States' Environmental Legal Climate  
United States Environmental Authority - EPA  
United States' NGOs Agendas And Accomplishments  
The Role Of United States' NGOs In Environmental Law And Policymaking

#### **MEXICO's ENVIRONMENTAL CHALLENGES, LEGAL CLIMATE, AND NGOS**

Environmental Problems In Mexico  
Mexico's Environmental Legal Climate  
Mexico's Environmental Authority

Mexico's NGOs Agendas And Accomplishments  
The Role Of Mexico's NGOs In Environmental Law And Policymaking

**COMPARATIVE ANALYSIS**

United States' And Mexico's Legal System Of Environmental Protection  
Where Are The Differences In Activities Of NGOs Between The United States And Mexico?  
Bridging The Gap: Strengthening NGO Participation In Environmental Policymaking

**CONCLUSION & RECOMMENDATIONS**

**REFERENCE LIST**