



ECON 337: International Trade

Term: 2021 Summer Session

Instructor: Staff

Language of Instruction: English

Classroom: TBA

Office Hours: TBA

Class Sessions Per Week: 5

Total Weeks: 5

Total Class Sessions: 25

Class Session Length (minutes): 145

Credit Hours: 4

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: Intermediate Microeconomics

Course Materials:

Global Business Today, by Charles W. L. Hill, G. Tomas M. Hult,

Publisher: McGraw-Hill Education; 9th edition (January 14, 2015)

Language: English

ISBN-10: 0078112915

ISBN-13: 978-0078112911

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.

Grading Scale:

A+: 98%-100%

A: 93%-97%

A-: 90%-92%

B+: 88%-89%

B: 83%-87%

B-: 80%-82%

C+: 78%-79%

C: 73%-77%

C-: 70%-72%

D+: 68%-69%

D: 63%-67%

D-: 60%-62%

F: Below 60%

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 Exam	20%
Final Exam	25%
Total	100%

Course Schedule:

Class 1	Class 2
Course Overview Go through syllabus Introduction and Initial Discussion on Globalization; Term Paper Introduction;	Globalization and Business Today; Motives for engaging in international trade; What is international trade? List of topics for discussion;
Class 3 Define international business, discuss the elements of international business and describe how it differs from domestic business; 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; National differences in Culture; Case Study Introduction
Class 5 Cultural environments facing international businesses; Cross-cultural business; The cultural environment of international trade;	Class 6 Political and Legal systems in national environments; Government intervention in international business; Business-Government Trade Regulations; Term Paper Outline Due
Class 7	Class 8



Effect of governmental policies on trade ; Ethics in international business;	<u>Quiz 2</u> Globalization of markets and the internationalization of the firm; Organizational participants that make international business happen; <u>Case Study Topic Choice Due</u>
Class 9	Class 10
International Trade Theory; Theories and the underlying assumptions; <u>Meet with Instructor to Finalize Case Study Topic</u>	International Trade Theory (Cont.); Theories and the underlying assumptions (Cont.); Understanding emerging markets; <u>Term Paper Draft 1; Appointment for feedback</u>
Class 11	Class 12
<u>Midterm</u>	Entering foreign markets; Discuss the process and criteria that companies use to evaluate and select a country for international expansion; Analyzing international opportunities;
Class 13	Class 14
Foreign direct investment: Strategy of foreign direct investment; International financial markets; International Monetary System;	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.);
Class 15	Class 16
<u>Quiz 3</u> Foreign exchange: The role of International Monetary Fund; Determination of exchange rates;	Regional economic integration; Define and compare the different forms of economic cooperation and integration; Understanding major trading blocks;



How exchange rate movements influence business decisions;	
Class 17	Class 18
Discuss the Multinational Enterprise: objectives, problems, economic impacts, criticisms, political controversies; The Strategy of International Business: the relationship of international business negotiations and diplomacy.	<u>Quiz 4</u> The Strategy of International Business: Analyze the various collaborative strategies that companies may use to engage in international business;
Class 19	Class 20
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; <u>Term Paper Draft 2; Appointment for feedback;</u>	Describe the multinational finance function: External and internal sourcing of funds; Financial risks; <u>Case Study Draft</u>
Class 21	Class 22
<u>Quiz 5</u> Describe the multinational finance function: Investment considerations; The implications of international marketing <u>Presentation Electronic Version Due</u>	Understanding business in emerging markets; Exporting, Importing, & Counter trade; Compare the elements and issues of import and export strategies; <u>Presentation Day</u>
Class 23	Class 24
Global Production, Outsourcing, & Logistics; Global Marketing and R & D; <u>Presentation Day</u>	Hiring & Managing Employees: human resource issues related to international business; <u>Presentation Day</u>
Class 25	<u>Final Exam (Cumulative): TBA</u>
Course Summary	



Review for final	
<u>Case study Report Due</u>	
<u>Term Paper Due</u>	

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 Shanghai Normal University'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.