

GLOBAL BUSINESS

Text: Hill: Global Business Today - 9th edition

Week 1	Introduction Chapter 1 - Globalization
Week 2	Chapter 2 - National Differences in Political Economy
Week 3	Chapter 3 - Political Economy and Economic Development Group organization
Week 4	Chapter 4 - Differences in Culture TEST 1 - Chapters 1-3, 4
Week 5	Chapter 7 - The Political Economy of International Trade Chapter 8 - Foreign Direct Investment
Week 6	***Presentation topics due - 1 paragraph summary*** Group review Chapter 9 - Regional Economic Integration
Week 7	TEST 2 - Chapters 6-9 Chapter 10 - The Foreign Exchange Market
Week 8	<i>Break</i>
Week 9	Chapter 11 - The International Monetary System
Week 10	Chapter 12 - The Strategy of International Business Chapter 13 - Entering Foreign Markets
Week 11	Chapter 14 - Exporting, Importing & Countertrade
Week 12	Presentations Presentations
Week 13	Presentations Presentations
Week 14	TEST 3 - Chapters 10-14

For class discussion, please read one global business related article of choice for each class.

Class web site: www.blueplanetx.com (world News links)

How to Do Business in a Foreign Country Project: Groups of 3-4 - Develop a new business or service in a particular country and tell us how will you open this business. **This is a HOW to open a business NOT a business plan or a marketing plan.** Research how to open a business in the country of your choice - economic/political/cultural considerations. Everyone has to have his/her topic as part of the whole. If not presented, only 50% of the credit will be given. Topics must be handed in the 6th week for approval. Presentations will start in week 13.

Small presentation: Pick a country other than your main presentation country, and create a 10 minute presentation. Make it fun, use lots of pictures, videos to make your point.

FINAL GRADE:

Grade 75% = TESTS 1, 2, 3

Grade 20% = How to do Business in a Foreign Country Project

Grade 5% = Small presentation

A test can only be made up with instructor approval (instructor must be notified before the initial test date) and with appropriate documentation. In case of a makeup, the student must email the instructor the day before the makeup date to make sure the test will be available.

Class attendance is mandatory. Please contact instructor in case of an absence. In the case of three accumulated unexcused absences, students can be withdrawn from the class by the instructor.