Course Description:

The global marketplace is continuously reinventing itself as new opportunities for undertaking global transactions are discovered and implemented; new technologies are integrated; and new approaches to global governance are considered, debated and refined. This makes the global marketplace a very dynamic venue for an international organization, to undertake a start-up business, or to be involved in the numerous discussions on global issues and policy that can lead to changes in global governance. As business students, you will find that what you learn about the global marketplace from this course will be only a foundation of knowledge that you will need to add to on a continuous basis.

The course will have two goals:

First, will be to develop that foundation of knowledge that is fundamental, functional and fungible for an understanding of international business. This will include an understanding of trade theory, of national policies towards international trade, of Foreign Direct Investment (FDI), the strategies of multinational corporation (MNCs), the organization of MNCs, the international monetary system, the global capital market, and global supply chains.

Second, will be to focus on the dynamic aspects of the global marketplace. If you are now serving in some professional capacity in the global marketplace, it will be certainly be a much different venue in ten years than it is today. And these differences will appear in ways that will
often be difficult to project. Since the establishment of the post-WWII trade organizations, international trade has transformed into a global marketplace, and a trade regime dominated by the nation-states has been balanced by rise of MNCs, the expansion of global civil society representing (among others), NGOs, academia, religious and political interest groups, and the growth of International Organizations such as the UN, the WTO and the World Bank.

**Tentative Course Schedule**

*Please note that this is the tentative class schedule for the semester.* It provides participants on the class format and expectation of the course outline. I expect to add topical articles & news reports to be discussed in class. Should there be any significant changes to this schedule, I will confirm prior to the class (via EM to all students) of any changes.

**Week One:** Aug. 31st  
International Business  
Chapter 1  
Globalization  

Notes: Globalization

**Week Two:** Sept. 7th  
International Business  
Chapter 6  
Int’l Trade Theory  

Notes: International Trade Theory

**Week Three:** Sept. 14th  
International Business  
Chapter 7  
Govt. Policy & Int’l Trade  

Notes: Government Policy and International Trade

**Week Four:** Sept. 21th  
International Business  
Chapter 8  
Foreign Direct Investment (FDI)  

**Week Five:** Sept. 28th  
International Business  
Chapter 11  
Int’l Monetary System

**Week Six:** Oct 5th  
International Business  
Chapter 12  
Global Capital Market
Week Seven: Oct 12th  International Business  Chapter 13  Strategy of Int’l Business

Paper on FDI Investment due

Week Eight: Oct 19th  International Business  Chapter 14  Organization of Int’l Business

Week Nine: Oct 26th  International Business  Chapter 17  Global Production and Supply Chain Management

Week Ten: Nov. 2nd  ISO Occupational Health & Safety Proposal (ISO 45001)

Worker Safety  Jnl Am Society Safety Engineers

Week Eleven: Nov 9th  International Business  Chapter 5  Ethics, CSR and Sustainability

Week Twelve: Nov 16th  Lex Mercatoria  Penn State Law Review

Week Thirteen: Nov 30th  Global Governance  Law and Society

Week Fourteen: Dec. 7th  Review

I have used the Charles Hill, - Tomas Hult  book “International Business” [11th edition] often. I have also taught this course without using it, but find there are many basic issues that they cover better and more consistently than attempting to bring is assorted individual case studies and articles. The book is not cheap ($250.00) but there are many used copies on Amazon (and other sites) at half –or less- of that price. It is also encyclopedic; and a text that I have found useful in my ‘day job’. By the end of this course, you should have a strong foundation in the fundamentals of the global marketplace.

Running parallel to this effort, will be articles and narratives to address the second goal of this course, which is to develop an understanding of the dynamics of the global marketplace; why it
is such a dynamic vehicle for change; and how to develop your own intuitive sense of where
this marketplace is heading (and how can you professionally respond to those signals.). In
hindsight, many of the trends, business practices and opportunities of the global marketplace
seem ‘self-evident’. That was far from evident when the Internet first achieved critical mass, or
when hardware solutions were superseded by software, or new social media or financial
instruments first appeared in awkward ‘beta’ formats. Distinguishing the ‘can’t fail’ from the
‘never happen’ has been a humbling experience for many over the past 30 years.

SUMMARY OF GRADES

Final grades will be based on three criteria:

ONE: Class participation. I expect all students will be prepared to discuss the materials listed
for the week. As stated, the global marketplace is a dynamic institution, so discussion is also
expected to be free-wheeling. That does not mean being merely opinionated or dogmatic; but
provocative ideas are welcome - just be prepared to back them up. Should discussion lag, I will
be ready to call upon individuals. 30% of final grade

TWO: A paper, due for the class of Oct 12th on your proposal to make an investment in a
particular country. The paper should discuss both the upsides (potential benefits) and
downsides (liabilities to overcome) of the FDI. Issues to consider would be (among others),
access to raw materials, transport issues, quality of workforce, country stability, level of
corruption, receptivity to the particular investment. We will discuss the criteria for the paper in
the run-up to Oct 12th. I am looking for one-thousand words. 30% of final grade

Final Exam: This will cover the material covered in the assigned readings and the issues
discussed in class. There will be 10-15 short answer questions and 3-4 longer essay questions.
I will not be looking for length of responses but rather accuracy, insights and ideas that you can
bring into play. Again, we will discuss this in the run-up to the end of the course. 40% of final grade
Academic Integrity (GW’s Official Policy)
The University community, in order to fulfill its purposes, must establish and maintain
guidelines of academic behavior. All members of the community are expected to exhibit
honesty and competence in their academic work. Incoming students have a special
responsibility to acquaint themselves with, and make use of, all proper procedures for doing
research, writing papers, and taking examinations. Members of the community will be
presumed to be familiar with the proper academic procedures and held responsible for
applying them. Deliberate failure to act in accordance with such procedures will be considered
academic dishonesty. Acts of academic dishonesty are a legal, moral, and intellectual offense
against the community and will be prosecuted through the proper University channels. Copies
of the University Code of Academic Integrity can be obtained from all department chairs, all
academic deans, the Registrar, and the Vice President for Academic Affairs.
This can also be found at: http://www.gwu.edu/~bulletin/grad/unrg.html

Grading Disputes
If you believe that an error has been made in the grading of your work, you should submit a
WRITTEN REQUEST for a grade change. This report should include a discussion of what you got
wrong and why you believe you should have gotten credit for your work. Wherever possible,
provide citations from the textbook or lectures.