Dr. Richard M. Conboy  
MBAD 6193  
The Global Business Environment  
Fall 2012

**Required Texts:** International Business: Competing in the Global Marketplace. 9th Edition. By Charles W.L. Hill. Available in the University Bookstore; An e-book version is also available.


Harvard Business Cases: Cases may be purchased from the web link below.

http://cb.hbsp.harvard.edu/cb/access/14539185

**Suggested Readings:** The Economist, Wall Street Journal, Fortune, and Bloomberg/Business Week

**Office:** 344B Friday, Belk College of Business, Department of Management, University of North Carolina Charlotte  
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**Course Description**

**MBAD 6193. Global Business Environment. (3)**  
Prerequisites: MBAD 6152, 6171, or permission of the MBA director. An overview of international business management. Specifically, the functional areas of business are covered to provide an international perspective. (*Fall*)

**Objectives**

To understand:

1. the nature and impact of globalization of the world’s economy.  
2. how differences in economic and political systems interact from a political economy.  
3. how cultural differences restrict and create opportunities for management action.  
4. international trade and its forms and theories  
5. the concept of foreign direct investment  
6. the impact of regional treaties on international trade  
7. the role of country central banks and their intervention in the world economy  
8. how the US trade deficit is affected by exchange rates and foreign investment  
9. recent trends and developments in Brazil, Europe, China, India, and Russia
Purpose:

The purpose of this course is to provide an in-depth familiarization with the challenges of operating in an international environment. The course is taught primarily from the perspective of a U.S. firm that seeks or is conducting business abroad. As such the business and its managers must have an understanding of environment in which they will or do operate, including the economic, legal, political, social, and cultural standards of the host country. This course also prepares students for follow-on courses in Multinational Strategy and Global Business Strategy.

Grading:

Quizzes: (60%)

The major component of your grade will come from the best of eight out of eleven quizzes that will be given at the beginning of each class. The quiz material will come from the reading material assigned for that week from the two texts, as well as material from the previous week’s discussion. The quizzes will be part multiple choice and part short answer. They are not meant to be tricky, but to test you on your understanding of concepts. Missed quizzes cannot be made up. However, if you must miss class or a quiz, keep in mind that only your top eight grades will be calculated.

Class Participation: (10%)

This course is designed for a discussion format. Each student is expected to be an active participant and to make meaningful comments on the topics being discussed. You should, therefore, make a conscientious effort to be sufficiently prepared to contribute to the discussions. To receive full credit for this grade component, the student should actively interact with the instructor and other students during the class (by offering constructive comments and answering questions directly related to class activities).

Case Write-ups

Three Mini-Papers: Case Written Assignment (20%)

Students must submit 3 “mini-papers” during the semester: P1-“To Trade or Not to Trade: NAFTA and the Prospects for Free Trade in the Americas,” P2 - Argentina: Anatomy of a Financial Crisis “, and P3 – “Corporate Inversions…” This paper documents your analysis for the assigned questions regarding this case. A “mini-paper” is at most 5 double spaced pages. Papers are due at the beginning of each class. Don’t repeat the case contents – the paper should be ALL analysis. In fairness to all students, late minipapers cannot be accepted. Therefore, if you need to miss class (for whatever reason) you will need to email me the minipaper before class. Make sure I acknowledge receiving this email the day of class! These papers are individual assignments, not group projects. You should not discuss your paper with
anyone else. I will list questions that you need to address for the minipaper before the mini-paper is due. You do not need to repeat the questions in the mini-paper text.

**Student In-Class Case Presentation (10%)**
Each student will participate in a group of two or three students to present one case. Each team will select one case from those listed under the course schedule. Cases assignment will be first come, first serve starting the night of the first class. Presentations should last from 15 to 20 minutes. Each person in the group must present part of the presentation. Presentations should be in professional manner using PowerPoint slides. After the presentation, the team will take questions from the class.

**Do not review the case in your presentation slides – all of us will have read it!** You may present tables from the case in which pertinent data are highlighted to illustrate your points. The presenting team should strive to generate insight, interpretation, and recommendations. The depth of your analysis and the ability to professionally defend your decisions, insights, and recommendations will be an important part of your evaluation.

**Do NOT use material from outside the case.** All students not presenting that day will be responsible for commenting to the presenters on their analysis and recommendations, and these comments will count towards class participation.

**The UNCC Code of Student Academic Integrity:**

Students are reminded of the code of academic integrity stated in the college catalog and are expected to follow it. It reads as follows:

> The UNC Charlotte Code of Student Academic Integrity governs the responsibility of students to maintain integrity in academic work, defines violations of the standards, describes procedures for handling alleged violations of the standards, describes procedures for handling alleged violations of the standards, and lists applicable penalties. The following conduct is prohibited in that Code as violating those standards:

A. **Cheating.** Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise. This definition includes unauthorized communication of information during an academic exercise.

B. **Fabrication and Falsification.** Intentional and unauthorized alteration or invention of any information or citation in any academic exercise. Falsification is a matter of altering information, while fabrication is a matter of inventing or counterfeiting information for use in any academic exercise.

C. **Multiple Submission.** The submission of substantial portions of the same academic work (including oral reports) for credit more than once without authorization.
D. Plagiarism. Intentionally or knowingly presenting the work or another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging is when the ideas, information, etc. is common knowledge.

E. Abuse of Academic Materials. Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource material.

F. Complicity in Academic Dishonesty. Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Diversity

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
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<tr>
<th>Date</th>
<th>Assignment</th>
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<td>August 22:</td>
<td>Course Introduction and Discussion</td>
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<td>Globalization</td>
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<td>August 29:</td>
<td>Political Economy</td>
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<td></td>
<td>Hill: Chapter 1, 2, 3</td>
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<td>Sharma: Prologue, Chapter 1.</td>
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<td>September 5:</td>
<td>CCB closed: See “in lieu of” assignments below</td>
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<td></td>
<td>On-line Quiz 1 (on Hill, Chapters 1, 2 and 3)</td>
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<td>Assignment: Do Mini Paper 1: Case: To Trade or Not to Trade</td>
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<td>Hill: Chapter 9</td>
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<td>Sharma: Chapter 5. Mexico’s Tycoon Economy</td>
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<td>September 12:</td>
<td>Regionalism</td>
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<td>Quiz 2</td>
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<td>Minipaper P1 Due</td>
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<td>Sharma: Chapter 2, China</td>
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<td>Case: Pacific Dunlop China</td>
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<td>September 19:</td>
<td>Culture and Ethics</td>
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<td>Quiz 3</td>
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<td>Hill: Chapter 4 and 5</td>
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<td>Sharma: India</td>
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<td>September 26:</td>
<td>Fair Trade</td>
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<td>Quiz 4</td>
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<td>Hill: Chapter 6</td>
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<td>Sharma: Chapters 4, 6, Brazil and Russia</td>
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<td>Case: Brazil 2003</td>
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<td>October 3:</td>
<td>International Trade and Political Economy</td>
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<td>Quiz 5</td>
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<td>Hill: Chapter 7</td>
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<td>Sharma: Chapter 7, Europe</td>
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<td>Case: The U.S. Current Account Deficit</td>
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October 10: Foreign Direct Investment (FDI)

Quiz 6:
Hill: Chapter 8
Sharma: Chapter 8, Turkey
Case: Hungary’s Reform Process

October 17: Foreign Currency

Quiz 7
Hill: Chapter 10
Sharma: Chapter 9, Indonesia, Philippines, Malaysia, and Thailand
Case: Managing the U.S. Dollar in the 1980’s

October 24: The Global Economy

Quiz 8
Hill: Chapter 11
Sharma: Chapter 10, South Korea

October 31:

Quiz 9
Hill: Chapter 12
Sharma: Chapter 11: South Africa
Case: Mexico: The Tequila Crisis

November 7:

Do Minipaper 2: Argentina: Anatomy of a Financial Crisis
Hill: Chapter 16

November 14: Global Operations

Quiz 10
Minipaper P2 Due
Hill Chapter 17
Sharma: Chapter 12
Case: East of Africa (but West of China) China in Africa

November 21: Thanksgiving Holiday, No classes
November 28: International Accounting and Finance

Do Mini Paper 3: Case: Corporate Inversions
Hill: Chapter 20

December 5: Breakout Nations

Minipaper P3 due
Sharma: Chapters 13 and 14

December 12: Quiz 11 (Breakout Nations)