Dr. Richard M. Conboy  
MBAD 6193  
The Global Business Environment  
Fall 2013

**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.

**Cases:** Cases may be purchased from the web link below.  
[https://cb.hbsp.harvard.edu/cbmp/access/20583607](https://cb.hbsp.harvard.edu/cbmp/access/20583607)

**Articles:** Articles are available online through the UNCC J. Murray Atkins Library. Access through the Business Source Complete database. A title search will generally locate the article. Some of the HBR articles cannot be printed due to contractual requirements.

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

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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 to form 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:

Your course grade will come from several components and are discussed below:

   **Class Participation: (20%)**

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 (20%)**

Students must submit 2 “mini-papers” during the semester: P1 - “The U.S. Current Account Deficit” and P2 - “To Trade or Not to Trade: NAFTA and the Prospects for Free Trade in the Americas,” P2 - A “mini-paper” is at most 4 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 mini-papers cannot be accepted. Therefore, if you need to miss class (for whatever reason) you will need to email me the mini-paper 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 mini-paper before the mini-paper is due. You do not need to repeat the questions in the mini-paper text.

   **Group Project (30%)**

The class will divide itself into groups of 3 to 4 students. Each group will select a product and a country to which to export that product. The group will prepare an analysis of the political economy of that country. It will then describe the management issues involved in preparing to export and then exporting their product to the country. The group will make a presentation to the
class on their work; the more interesting the country and product the better.

**Exams (30%)**

Two exams will cover material from the text, readings, class discussions and cases. The exams will contain several different types of questions including multiple choice, essay and short answer. Material for the exams may come from any material included as part of the class including reading material, cases, lectures and class discussion.

**Use of Electronics in Class**

The use of cell phones, beepers, or other communication devices during class is inappropriate and should not be used. Please check your mail and messages before and after class.

Students are permitted to use computers during class for note-taking and class reference ONLY. Resist the temptation to use your computer for surfing or checking your mail.

**Leaving the Classroom**

Students getting up and leaving the class during lectures and discussion has become an increasing problem in recent years. I request, that unless you have an emergency that you not leave the classroom during the class. We will take a break approximately half way through the class. If you anticipate having to leave class early, please let me know before class begins.

**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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<tr>
<td>August 21:</td>
<td>Course Introduction and Discussion</td>
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<td>Globalization</td>
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<td>August 28:</td>
<td>Political Economy</td>
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<td>Hill: Chapter 1, 2, 3</td>
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<td>Case: Hungary’s Reform Process</td>
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<td>September 4:</td>
<td>Culture and Ethics</td>
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<td>Hill: Chapter 4 and 5</td>
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<td>September 11:</td>
<td>International Trade</td>
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<td>Hill: Chapter 6, Including Appendix</td>
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<td>September 18:</td>
<td>International Trade and Political Economy</td>
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<td>Hill: Chapter 7</td>
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<td>Case: The U.S. Current Account Deficit</td>
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<td>September 25:</td>
<td>Foreign Direct Investment (FDI)</td>
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<td>Entering New Markets</td>
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<td>Management and Foreign Direct Investment</td>
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<td>Hill: Chapter 8</td>
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<td>October 2:</td>
<td>Imports and Exports</td>
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<td>Hill: Chapter 16</td>
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<td>October 9:</td>
<td>Regional Trade Alliances</td>
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<td>Hill: Chapter 9</td>
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<td>Case: “To Trade or Not to Trade: NAFTA and the Prospects for Free Trade in the Americas”</td>
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October 16: Exam I

October 23: Foreign Currency and Exchange Rate Risk
Hill: Chapter 10
Case: Managing the U.S. Dollar in the 1980’s

October 30: The World Monetary System
Hill: Chapter 11
Case: Brazil 2003

November 6: Capital Markets
Hill: Chapter 12

November 13: Global Operations
Hill Chapter 17
Case: East of Africa (but West of China) China in Africa

November 20: Exam

November 27: Thanksgiving Holiday
No Classes

December 4: Presentations

December 11: Presentations