I. GENERAL INFORMATION

Instructor: Marshall Langer  
Office hours: By appointment (convenient times: R 6:15 – 7:15pm) 
Telephone: +39 347.1763096  
Email: mlanger11@gmail.com  
Background: Wall Street; international corporate/financial management, strategic planning. Wharton MBA.

II. COURSE INFORMATION

1. Course Description. The course provides an introduction to international business. Topics include: 1) the effects on international business decisions of cultural, political, legal, and economic forces; 2) a presentation of international business basics such as trade, tariffs, exchange rate regimes, capital markets; 3) a study of the comparative theoretical frameworks for establishing international business enterprises, including trade and investment theory; 4) effects of government intervention and aid. The role of social and economic aid organizations such as the UN, EU, IMF and World Bank will also be discussed.

The course is divided into the following 3 parts:

   1. Assessing the International Business Environment  
   2. International Strategy  
   3. Investment and Development

2. Learning Outcomes.

At the end of the course, students will be able to:

   A. Successfully assess and advise on business operations and relationships (with JV partners, government agencies) in complex international business environments.

   B. Successfully apply the principal theories of international trade and investment (exchange rate regimes, global stock and bond markets).

   C. Effectively 1) integrate in international business endeavors critical intracompany departments such as marketing, manufacturing, accounting, finance, and human resources; and 2) position supply, production, sales functions.

   D. Speak knowledgeably on the important role played by multinational economic and social aid organizations such as the UN, EU, IMF and World Bank in facilitating international trade and business.

   E. Act ethically, diplomatically, and with emotional sensitivity in international business environments.
III. LEARNING ACTIVITIES

1. Active student participation in seminar-style class lecture. Classes are highly interactive. Instructor prompts students for response to questions posed and solicits his/her thoughts on issues discussed. Format is probing and direct. Additionally, instructor provides concrete, real-world examples to illustrate concepts. Lecture format reinforces by example appropriate methods for asking questions, gaining relevant insights, and making appropriate recommendation. (Contributes to LO A, B, C, D, E)

2. In class presentation and discussion of readings by professor and students. Textbook and other assigned readings (assigned according to the schedule in section VII of this syllabus) present relevant topics, which are covered more depthfully in class lecture. In class discussion of readings, instructor highlights most relevant reading topics, showing by example how to present data in a stimulating way, consistent with achieving course objectives. (Contributes to LO A, B, C, D)

3. Case Study and/or Article Presentation. Case studies and articles are used to further illustrate real-world examples of subject topics. For all assigned cases/articles, students should be prepared to answer questions about the case/article and be able to illustrate its subtler aspects. For select cases/articles students will be selected to make a presentation. In class discussion of case studies/articles serves to highlight analytical methods, indicating specifically, ways to discern the most relevant focal points. (Contributes to Learning Objectives A, B, C, D)

4. Business analysis paper. Maximum 5 page analysis of a global market opportunity utilizing course concepts. More specific information provided during the semester.

IV. ASSESSMENT

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>Midterm exam</td>
</tr>
<tr>
<td>35%</td>
<td>Final exam</td>
</tr>
<tr>
<td>5%</td>
<td>Case study and/or article assignment/presentation</td>
</tr>
<tr>
<td>10%</td>
<td>Business analysis paper</td>
</tr>
<tr>
<td>15%</td>
<td>Quizzes and class participation</td>
</tr>
</tbody>
</table>

1. Exams. Exams will be composed of essay questions that test your ability to apply concepts discussed through the exam date. (Measures Learning Objectives A, B, C, D)

2. Case/Article Analyses and Presentation. All cases/articles should be prepared for class. For select cases/articles, where indicated, an individual written submission is due and is assigned based on the schedule in section VII of this syllabus. Additionally, for select cases/articles students will be selected to make a presentation. Your grade for the presentation will reflect much new insight you teach the class (rather than repeat the facts). Use section VII of this syllabus as a further guide for all written submissions. (Measures Learning Objectives A, B, C, D)

3. Quizzes. Short, in-class quizzes will test your comprehension of course materials to date. (Measures Learning Objectives A, B, C, D)

4. Class Participation. You will be graded on the quality of, and demonstrated insight of, your in-class comments, including comments related to answers to assigned problems. (Measures Learning Objectives A, B, C, D, E)

5. Attendance Policy. In accordance with the JFRC mission to promote a higher level of academic rigor, all courses adhere to the following absence policy:

- For all classes meeting once a week, students cannot incur more than one unexcused absence.
- For all classes meeting twice a week, students cannot incur more than two unexcused absences.
- For all classes meeting three times a week, students cannot incur more than two unexcused absences.
This course meets two times a week, thus a total of 2 unexcused absence(s) will be permitted. Unexcused absences beyond these will result in a lowering of your final grade.

**Grading**
94-100: A  
90-93:   A-  
87-89:   B+  
84-86:   B  
80-83:   B-  
77-79:   C+  
74-76:   C  
70-73:   C-  
67-69:   D+  
60-66:   D  
59 or lower: F

**Academic Honesty**
Plagiarism and other forms of academic dishonesty are unacceptable at the JFRC and will be dealt with in accordance with Loyola University Chicago’s guidelines. Please familiarize yourself with Loyola’s standards here:

http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml. You are responsible for understanding what constitutes plagiarism according to the LUC Student Handbook.

**Disabilities**
Students with documented disabilities who wish to discuss academic accommodations should contact me the first week of class, as well as the Senior Academic Services Advisor.
V. REQUIRED COURSE MATERIALS

1. Required reading:

Online coursepack of *required* readings consisting of excepts from the following texts. Other select readings are also posted on the course website.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>Huijser, Cultural Advantage, Succeeding with Global Teams, International Press, 2006</td>
</tr>
<tr>
<td>CC</td>
<td>Greiner, Poulfelt, The Contemporary Consultant, Thomson, 2005</td>
</tr>
<tr>
<td>EB</td>
<td>Maddux, Maddux, Ethics in Business: Manage with Authority and Fairness, Axzo, 2010</td>
</tr>
<tr>
<td>GP</td>
<td>Freud, Group Psychology and the Analysis of the Ego, Norton, 1974</td>
</tr>
<tr>
<td>MP</td>
<td>Leavitt, Pondy, Boje, Readings in Managerial Psychology, 4th edition, University of Chicago, 1988</td>
</tr>
<tr>
<td>OB</td>
<td>Robbins, Essentials of Organizational Behavior, Prentice Hall, 2004</td>
</tr>
<tr>
<td>SM</td>
<td>Lasserre, Global Strategic Management, Macmillan, 2002</td>
</tr>
<tr>
<td>WC</td>
<td>Lewis, When Cultures Collide, Brealey, 2006</td>
</tr>
</tbody>
</table>
VI. SUGGESTED OPTIONAL READINGS


2. Internet Sites.

[http://www.csis.org/gsi](http://www.csis.org/gsi) for globalization think tank
[http://www.earthinstitute.columbia.edu/crosscutting/climate.html](http://www.earthinstitute.columbia.edu/crosscutting/climate.html) for the Earth Institute

# VII. CLASS SCHEDULE

Please note: Reading should be completed prior to class.

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Instruction / Activity</th>
<th>Topic</th>
<th>Reading Assignment (Read for class)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>T 01/16</td>
<td>Lecture</td>
<td>Course introduction and overview of business.</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Current international business opportunities.</td>
<td>GS: p187-190 p196-p198</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Corporate governance issues in international management.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Stakeholders.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Responsibilities of directors, managers.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Protectionism.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Legal claims incurred around the world.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Videos</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Zara: <a href="https://www.youtube.com/watch?v=9n0mikFIesw">https://www.youtube.com/watch?v=9n0mikFIesw</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>International business basics: <a href="https://www.youtube.com/watch?v=lMdhlBQUhlI">https://www.youtube.com/watch?v=lMdhlBQUhlI</a></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>R 01/18</td>
<td>Lecture</td>
<td>Globalization: political, legal, economic, influences.</td>
<td>GM: C5 excerpt IB: Chapter 1 (skim)</td>
</tr>
<tr>
<td>3</td>
<td>T 01/23</td>
<td>Lecture</td>
<td>Society and culture.</td>
<td>IO: p42-57 IB: C4 p79-85</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Videos</td>
<td>Optional reading</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Deng Xiaoping</td>
<td>GB: Religious systems</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Walmart: The High Cost of Low Price (part)</td>
<td>CA: p34-49</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Saudi Arabia</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>R 01/25</td>
<td>Activity</td>
<td>Culture activity.</td>
<td>IA: Case pages</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Videos</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Zambian (Africa):</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><a href="https://www.youtube.com/watch?v=WvWpNh7TItw">https://www.youtube.com/watch?v=WvWpNh7TItw</a>.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>What are the 3 most salient risks of doing business there?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Honest tea (Africa, other):</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><a href="https://www.youtube.com/watch?v=WIRKq-AHZXU">https://www.youtube.com/watch?v=WIRKq-AHZXU</a></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>T 01/30</td>
<td>Guest Lecture</td>
<td>Jan Hendrik Gunther, Executive Int’l Business, AXA Insurance</td>
<td>WC: C5 p63-71</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Topic: Global business at financial multinational</td>
<td>Optional readings</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pharus (posted)</td>
<td>IO: Chapter 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>CD: p65-87 (non-verbal communication)</td>
<td>CA: p129-145 (body language)</td>
</tr>
<tr>
<td>6</td>
<td>R 02/01</td>
<td>Lecture</td>
<td>Culturally diverse expressions of personality, emotions.</td>
<td>Reading posted</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Videos</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Latin America</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>T 02/06</td>
<td>Article</td>
<td>Managerial principles in Asia</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Videos</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pakistan, Asia</td>
<td></td>
</tr>
</tbody>
</table>

---

IBUS 201 Spring 2018
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Instruction / Activity</th>
<th>Topic</th>
<th>Reading Assignment (Read for class)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>R 02/08</td>
<td>Lecture</td>
<td><strong>Macro factors</strong>&lt;br&gt;Global macroeconomics.&lt;br&gt;Analyzing exchange rates, market indices, GDP, productivity.&lt;br&gt;Brazil economically vs. Latin American competitors</td>
<td>KR: C12 p279-280, p283-288&lt;br&gt;Optional reading&lt;br&gt;IF: C4 p111-114&lt;br&gt;IF: C6 p174 (bot)-176&lt;br&gt;MG: Case 5.2 w/ accompany doc file</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case Study</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video</td>
<td>Intro to economics - good video:&lt;br&gt;<a href="https://www.youtube.com/watch?v=PHe0bXAIuk0">https://www.youtube.com/watch?v=PHe0bXAIuk0</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The FED today (on Federal Reserve operations):&lt;br&gt;<a href="https://www.youtube.com/watch?v=jFnH9MCdpLo">https://www.youtube.com/watch?v=jFnH9MCdpLo</a></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>T 02/13</td>
<td>Lecture</td>
<td><strong>Political economy and trade</strong>&lt;br&gt;Comparative advantage&lt;br&gt;Government influence on trade. Tariffs, subsidies.&lt;br&gt;Exporting and importing. Economic unions.&lt;br&gt;Life and Debt (Globalization and the Jamaican Economy)&lt;br&gt;History of EU:&lt;br&gt;<a href="https://www.youtube.com/watch?v=UNmsz6_EMJM">https://www.youtube.com/watch?v=UNmsz6_EMJM</a></td>
<td>KR: C3 p25-26, p35 on relative wages&lt;br&gt;DRS: C7 p243-248 (mid) p253 (mid)-256 (mid)&lt;br&gt;Optional reading&lt;br&gt;IF: C19 with notes (in word) posted online – skim C19, just responsible for word notes for exam&lt;br&gt;Optional readings&lt;br&gt;GB: Economic unions&lt;br&gt;GM: C8 excerpts&lt;br&gt;DRS: Chapter 13&lt;ref&gt;&lt;ref&gt;&lt;ref&gt;Optional reading&lt;br&gt;GB: C10&lt;br&gt;IB: Chapter 3&lt;br&gt;KR: C14 p346-353&lt;br&gt;IMF, WB article: p4 (mid)-p8 (first paragraph)&lt;br&gt;Posted online&lt;/ref&gt;&lt;/ref&gt;</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Instruction / Activity</td>
<td>Topic</td>
<td>Reading Assignment</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>10</td>
<td>R 02/15</td>
<td>Lecture</td>
<td><strong>Strategy development</strong>&lt;br&gt;International strategy alternatives.</td>
<td>IB: C5 p105-113</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Country evaluation.</td>
<td>SM: C7 p195-207</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Country analysis (ISTAT).</td>
<td>DRS: C12 p8-13, p20-23</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Global corporate strategies.</td>
<td>See websites</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>See re strategy:&lt;br&gt;<a href="http://www.mckinsey.com/client_service/strategy/expertise/corporate_strategy">http://www.mckinsey.com/client_service/strategy/expertise/corporate_strategy</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- <a href="http://www.mckinsey.com/client_service/strategy/expertise/business_unit_strategy">http://www.mckinsey.com/client_service/strategy/expertise/business_unit_strategy</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Case Studies</strong>&lt;br&gt;Manchester United&lt;br&gt;LG&lt;br&gt;Amazon Europe&lt;br&gt;Ecuador oil pipeline</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Videos</strong>&lt;br&gt;<a href="https://www.youtube.com/watch?v=wvOj3hP4hIE&amp;t=46s">https://www.youtube.com/watch?v=wvOj3hP4hIE&amp;t=46s</a> (Int’l strategy)&lt;br&gt;<a href="https://www.youtube.com/watch?v=lw7Q1iNXig">https://www.youtube.com/watch?v=lw7Q1iNXig</a> (China)&lt;br&gt;<a href="https://www.youtube.com/watch?v=sx5TshWtiTOW">https://www.youtube.com/watch?v=sx5TshWtiTOW</a> (Japan)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>What lessons are to be learned from the videos?</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>T 02/20</td>
<td>Guest Lecture</td>
<td>Shawn Slon, Former financial executive and day trader&lt;br&gt;Topic: International financial management</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>R 02/22</td>
<td>Lecture</td>
<td>International human resource management.</td>
<td>IB: C10 p252-267</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Characteristics of good international manager: initiative, decisiveness, judgment.</td>
<td><strong>Optional reading</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>See on HR laws globally (optional): <a href="http://www.worldwideconsulting.com/hr_law.htm">http://www.worldwideconsulting.com/hr_law.htm</a></td>
<td>Int’HR: p528-538, p558-559</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Activity</strong>&lt;br&gt;HR management activity.</td>
<td>MP: Chapter 9 (skim)</td>
</tr>
<tr>
<td>13</td>
<td>T 02/27</td>
<td>Guest Lecture</td>
<td>Giovanni Rizzo, Executive, Italian Ministry of Economic Development&lt;br&gt;Topic: The Italian business environment</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>R 03/01</td>
<td>Lecture</td>
<td>Managing foreign nationals.</td>
<td>IM: C7 p241-249 (top) p255-259</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Sexual harassment (and other safety issues)</td>
<td><strong>See sexual harassment reading and notes</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Managing multinational teams.</td>
<td><strong>Optional readings</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Videos</strong>&lt;br&gt;The multicultural team.&lt;br&gt;Massimo video – pay in Japan</td>
<td>GP: Group psych&lt;br&gt;OB: C7 p112-118&lt;br&gt;MB: C15-18</td>
</tr>
</tbody>
</table>

---

IBUS 201 Spring 2018
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Instruction / Activity</th>
<th>Topic</th>
<th>Reading Assignment (Read for class)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>T 03/13</td>
<td>Lecture</td>
<td><strong>Negotiations</strong> International negotiations.</td>
<td>IO: Int’l negotiations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MG: Int’l negotiations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Review</td>
<td></td>
<td><em>Optional reading</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>EU: EU laws and dispute resolution</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NE: Negotiations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NE: Persuasion</td>
</tr>
<tr>
<td>16</td>
<td>R 03/15</td>
<td>Exam</td>
<td>Midterm Exam review</td>
<td>--</td>
</tr>
<tr>
<td>17</td>
<td>T 03/20</td>
<td>Lecture</td>
<td>Leadership of an international workforce.</td>
<td>WC: C7 p104-123</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CA: p58-p61</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CA: p66-67, p72</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PL: p432-439</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>Optional reading</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Leadership styles worldwide</td>
</tr>
<tr>
<td>18</td>
<td>R 03/22</td>
<td>Lecture</td>
<td>Global leadership (and ethics) – cont’d</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ethical business behaviors in an international context</td>
<td>EB: Chapter 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bernabe’ at ENI</td>
<td>--</td>
</tr>
<tr>
<td>19</td>
<td>T 03/27</td>
<td>Guest Lecture</td>
<td>Luca Metelli, Economics, Bank of Italy</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Topic: European monetary policy</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>R 03/29</td>
<td>Film</td>
<td>Inside Saatchi Marketing Communications</td>
<td>--</td>
</tr>
<tr>
<td>21</td>
<td>T 04/03</td>
<td>Lecture</td>
<td>International marketing</td>
<td>IB: C8 p183-186, p190-195</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Branding</td>
<td>GM: Advertising</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Advertising and marketing communications.</td>
<td>p45-47,p450-454</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cola Wars (business expansion in the Middle East)</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>R 04/05</td>
<td>Lecture</td>
<td>Market research, focus groups, questionnaires</td>
<td>-Conducting market research</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-Focus groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-Questionnaires</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>p7-10 + Exhibit 1 &amp; 7</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Instruction / Activity</td>
<td>Topic</td>
<td>Reading Assignment</td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
<td>------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-INVESTMENT AND DEVELOPMENT-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-International Finance-</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>T 04/10</td>
<td>Lecture</td>
<td><strong>International finance</strong></td>
<td>IF: C3 p81</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>International financial markets.</td>
<td>IF: C5 p133-135</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Foreign exchange risk management.</td>
<td>Excel files in class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Characteristics of emerging markets.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Infrastructure issues: physical, institutional, financial, legal</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Property rights (including intellectual property)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Capital markets</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Taxation and expropriation issues.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case Studies</td>
<td>Banco Solidario (microfinance)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Equate</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video</td>
<td>Microcredit:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><a href="https://www.youtube.com/watch?v=qRh6F-m0kmE">https://www.youtube.com/watch?v=qRh6F-m0kmE</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Islamic finance:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><a href="https://www.youtube.com/watch?v=MWQ3Fl31lyM">https://www.youtube.com/watch?v=MWQ3Fl31lyM</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-Company Analysis &amp; Valuation (in Emerging Markets)-</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>R 04/12</td>
<td>Lecture</td>
<td>Emerging market economics; and currency crisis.</td>
<td>KR: C22 p616-618[m\i\a\e\y make optional, bc due in micro and some overlap students]</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Analysis, valuation and reporting</strong></td>
<td>EM: C4 p59-67</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Analyzing/valuing multinational companies.</td>
<td>Optional reading</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Forecasting</td>
<td>FA: Sections 3-6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reporting (see One South case p2-15 for example of investment report)</td>
<td>p1-5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case Study</td>
<td>Dord</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video</td>
<td>Jeffrey Sachs in Bolivia:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><a href="https://www.youtube.com/watch?v=ittBp7z-ThM">https://www.youtube.com/watch?v=ittBp7z-ThM</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-CAREER PLANNING-</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>T 04/17</td>
<td>Lecture</td>
<td>International business career opportunities.</td>
<td>Interviewing, CV's</td>
</tr>
<tr>
<td>26</td>
<td>R 04/19</td>
<td>Review</td>
<td>Final exam review.</td>
<td>--</td>
</tr>
<tr>
<td>27</td>
<td>TBD</td>
<td>Exam</td>
<td>Final Exam</td>
<td>--</td>
</tr>
</tbody>
</table>

*IBUS 201 Spring 2018*