

Term 3: Competing in a Global Environment (6cr.)

Mission Statement

The Stetson School of Business and Economics (SSBE) promotes the advancement and integration of quality business education and practice. In support of Mercer University's mission, the School provides undergraduate and graduate programs that are designed to enable, enhance, and expand professional careers, civic responsibility and lifelong learning.

Course Description

This course will focus on the cultural, economic, legal, political and technological forces that influence the execution of business in a global environment. Topics include the basis for trade, financial risk management, assessment of country risk, and models of global management and marketing.

The Instructor Team

Sean Mulholland, International Economics and Finance
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Cheryl Tibus, International Management
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Disability Statement

Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Richard Stilley, Assistant Dean of Campus Life, (678) 547-6823, for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact, immediately. The office is located in Room 223 of the Davis Building.

Mercer University Honor Code and Council

Mercer University expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University's expectations and will be regarded as a serious matter.

See the Mercer catalog for a detailed description.

Textbooks

1. Econ / Finance: International Economics, 11th Edition
Robert Carbaugh - Central Washington University
ISBN-10: 032442194X ISBN-13: 9780324421941
2. Management:
3. Marketing: None: Readings will be posted to Blackboard.

Assignments / Projects

Country Risk Assessment:

The main purpose of this team-based project is to simulate a country risk assessment activity as practiced by international business firms. No business firm has sufficient resources to exploit all the opportunities that are apparent to the firm. Effective country risk analysis helps firms develop appropriate strategies for sequencing their penetration of overseas markets and for allocating their scarce resources, as well as identifying significant risks that should influence their final decisions. The project details will be supplied in a separate attachment.

1. Econ / Finance: Argentina: An Investigation of the Currency Crisis of 2001-2002
This assignment individual assignment will require you to analyze Argentina's economy from 1980 through 2002 using economic indicators such as the level and growth of real GDP, the unemployment rate, the real exchange rate, the money supply, the current account balance. More details will be included with the assignment,
2. International Management:
3. Marketing:
Emerging Market Analysis Report: This is an individual assignment. You will perform the research necessary to analyze an emerging market of your choice. This will include a description of the market, current traits, and growth factors. The project details will be supplied in a separate attachment.

Evaluation:

International Marketing assignments:	15%
International Management assignments:	15%
International Econ-Finance assignments:	15%
Team Country Risk Assessment project: total:	55%
Including:	
paper:	35%
presentation:	10%
peer evaluations:	10%

Grading Policies: All projects, assignments and class related activities must be completed/attended in a timely fashion.

Grade Assignment:

A: 92-100
B: 82-91
C: 72-81
F: below 72

Course Calendar:

Weekend 1

Friday, September 14

1:00 pm – 7:00 pm	International Marketing
	Topics: Int. Marketing Environment Culture Segmentation / Targeting / Positioning

Saturday, September 15

8:00 am – 12:00 pm	International Management
	Topics:
1:00 pm – 6:00 pm	International Management
	Topics:

Weekend 2

Friday, October 26th

1:00 pm – 7:00 pm	International Econ / Finance
	Topics: Foundations of Modern Trade Tariff & Nontariff Trade Barriers

Trade Regulations and Agreements

Saturday, October 27th

8:00 am – 12:00 pm **International Marketing**
Topics: Emerging Markets
Market Regions and Groups
Entry / Expansion Strategies

1:00 pm – 6:00 pm **International Marketing**
Topics: Cooperative Strategies
Competition
Strategies for the 4 P's

Weekend 3

Friday, November 16th

1:00 pm – 7:00 pm **International Management**
Topics:

Saturday, October 20

8:00 am – 12:00 pm **International Econ / Finance**
Topics: Balance of Payments
Foreign Exchange Rates Determination

1:00 pm – 6:00 pm **International Econ / Finance**
Topics: Exchange Rate Adjustment
Exchange Rate Systems
Macro Policy in an Open Economy

Weekend 4

Friday, December 7th & 8th

1:00 pm – 3:00 pm **International Management**
Topics:

3:00 pm – 5:00 pm **International Econ / Finance**
Topics:

5:00 pm – 7:00 pm **International Marketing**
Topics:

Saturday, November 10

8:00 am – 12:00 pm **CRA Team Presentations**

1:00 pm – 6:00 pm **CRA Team Presentations**