

MGMT 7600-01

Dr. Olu Ijose

Table of Contents

	<u>Page</u>
I. THE EVOLVING GLOBAL ECONOMY	
WEEK 1 – Globalization Reading: Hill Chapter 1, pp. 2-35, International Business: Competing in the Global Marketplace	1
WEEK 2 – Why companies globalize! Case: Grolsch: Growing Globally. <i>Harvard Business School</i> , #PG0001-PDF-ENG	35
Case: Globalization of CEMEX. <i>Harvard Business School</i> , #701017-PDF-ENG	67
II. NATIONAL CONTEXT OF INTERNATIONAL BUSINESS	
WEEK 3 – Country Analysis Reading: Florida, Richard. 2004. America's looming creativity crisis. <i>Harvard Business Review</i> , # R0410H-PDF-ENG	89
Reading: Porter, Michael. 1990. The competitive advantage of nations. <i>Harvard Business Review</i> , # 90211-PDF-ENG	101
WEEK 4 – Country Analysis Case: The Welfare State: Sweden for Sale? <i>Harvard Business School</i> , #703-019	123
Case: Korea: On the Back of the Tiger. <i>Harvard Business School</i> , #700-097	151
Case: Foreign Direct Investment and Ireland's Tiger Economy. <i>Harvard Business School</i> , # 706007-PDF-ENG	185
III. INSTITUTIONAL DIFFERENCES	
WEEK 5 – Cultural Differences Reading: Hill Chapter 4, pp. 98-129, International Business: Competing in the Global Marketplace	215
WEEK 6 – Political Economy Differences Case: Business Cycles and the New Challenges of Globalization. <i>Harvard Business School</i> , 711064-PDF-ENG	247
WEEK 7 – Ethics in Global Business Article: A Global Leader's Guide to Managing Business Conduct, <i>Harvard Business Review</i> , # W1109A-PDF-ENG	263
IV. GLOBAL TRADE ENVIRONMENT	
WEEK 8 – International Trade Theory Reading: Hill Chapter 6, pp. 175-204, International Business: Competing in the Global Marketplace	271

WEEK 9: Foreign Exchange Market
Case: Foreign Exchange Markets and Transactions. 303
Harvard Business School, #205016-PDF-ENG

WEEK 10: International Institutions
Reading: Hills, Chapter 9: pp. 282-311, International Business: Competing in the Global Marketplace 331

Background Note: International institutions. 361
Harvard Business School, #796116-PDF-ENG

V. INTRODUCTION: GLOBAL BUSINESS STRATEGY

WEEK 11: Strategy options for International Businesses
Case: Haier's U.S. Refrigeration Strategy 2005. 373
Harvard Business School, # 705475-PDF-ENG

WEEK 12: Foreign Direct Investment
Case: BMW: Currency Hedging 2007. 397
Harvard Business School, # IES204-PDF-ENG

VI. INTRODUCTION: STRUCTURE OF INTERNATIONAL BUSINESS

WEEK 13: Organizing for International Business
Case: Kent Chemical: Organizing for International Growth. 417
Harvard Business School, # 4409-PDF-ENG

WEEK 14: Introduction: International Business Operations
Case: Cisco switches in China: The Year of the Manager. 429
Harvard Business School, #UV4292-PDF-ENG