

DBLN BUSN 3374 International Economics CAPA Dublin

Course Description

The International Economics module provides an understanding of the key economic issues in the global business environment. The course provides an understanding of how global businesses are impacted by real world developments in economics, politics and finance. The business environment is dynamic in nature. The course coverage is therefore updated periodically to include current real world evidence as well as recent academic and empirical findings. The five broad topics covered in the course are: Globalisation, Country Differences, Cross-Border Trade & Investment, the Global Monetary System, and Competing in a Global Market Place. An overview of these five topics is provided below.

Globalisation: Understanding the historical context of globalisation is the starting point for developing insights into the state of globalisation today. This topic discusses the drivers and importance of globalisation, the emergence of the Bretton Woods global institutions in the post-War period, the state of the globalisation debate and the impact of globalisation on developed and developing countries.

Country Differences: This topic provides an introduction to political and economic systems and the determinants of economic development. It looks at the transition from socialist to capitalist economies after the collapse of the Soviet Union and the challenges faced by countries in managing this economic transition. It examines the key issues in economic development and the rise of developing economies in Asia, Latin America, Eastern Europe and Africa.

Cross-Border Trade & Investment: The third topic reviews international trade and investment flows – portfolio and foreign direct investment – in the globalised context. It examines the theoretical underpinnings of capital and trade movements, providing country case studies to illustrate the supply-demand factors affecting these flows. The topic also places these cross-border flows in the context of economic integration – for example, the European Union, NAFTA, Mercosur, World Trade Organisation, and the recent developments towards free trade pacts between Asia-Pacific, Europe and the Americas.

Global Monetary System: Starting with the Bretton Woods institutions like the International Monetary Fund, the World Bank and other multilateral institutions, the topic provides an understanding of the global foreign exchange markets and the international monetary system. These institutions provide the backbone and the regulatory framework for international economics; the topic develops an understanding of their operations, management and challenges.

Competing in a Global Market Place: The final topic builds upon the understanding gained thus far by reviewing the economic and political risks and opportunities of participating in the global market place. The discussions

include import-export and investment strategies, offshoring production, and management of human resources to compete effectively.

The course helps students examine the current economic landscape through topical discussions of current economic and political development and their impact on international economics.

Localised Context: The European Union has emerged over the last 60 years to be one of the world's most powerful economic and political entities. As one of the 27 members of the EU, Ireland has been an integral part of its development having joined in 1973 and has been one of the original members of the eurozone. Membership has allowed Ireland to reduce its economics links with the United Kingdom and diversify its trade and investment. Substantial investment from multinational corporations and changes in Irish culture and attitudes have created an economy that is one of the wealthiest in the world, a country where Gross National Income per head has risen by more than 300% from 1995 to 2018. In comparison the UK's Gross National Income per head has risen by just under 28%. This course will develop an understanding of how Ireland has achieved this and how Ireland manages the trade, investment, exchange rate and political relationships with the EU, UK and the EU. Students are exposed to Ireland and the EU region and its influence on and importance to the global economy, and the structural challenges and opportunities facing developed economies like Ireland. The research paper project provides the students an opportunity to explore this localised context and to demonstrate their learning outcomes from this unique opportunity provided studying International Economics at the CAPA Dublin Centre.

COURSE AIMS

This course aims to give students an understanding of the international business environment including:

- a. an understanding of the development of the global marketplace and its impact on business organizations and countries;
- b. an understanding of major factors affecting participation in international markets;
- c. an understanding of functional aspects of international business; and
- d. an understanding of current and future trends in globalization and international business.

These topics are addressed with particular reference to the European Union.

REQUIREMENTS AND PREREQUISITES

Students must have a background in business and have taken an introductory economics course. The course emphasizes this academic area from a global perspective. Students with a high degree of motivation and desire to learn about the international and global aspects of business will benefit from this course.

LEARNING OUTCOMES

After taking this course, students should be able to:

- a. Gain a broad understanding of the key issues in international economics.
- b. Develop an understanding of the political and economic context within which international economics operates.
- c. Apply the various theoretical aspects of the principles of finance and economics in an international context.
- d. Recognise the main economic development issues faced by developing countries.
- e. Gain a good working knowledge of the international economic environment and recognise the linkages between political, economic and financial developments and their impact on international business.
- f. Gain a good working knowledge of the operations and key issues surrounding international capital and trade flows, foreign direct investment, international capital markets and institutions.

Assessment Task	Grade %	Learning Outcomes	Due Date
Class Participation	10%	all	Weekly
Group Seminar Presentation	10%	depends on the topic presented	Weekly (as allocated)
Mid-term Test	20%	a, b	Wk of 15 Mar, Wk 6
Final Research Project	40%	a, b, c, e, f	
Proposal Submission	10%		Wk of 22 Feb, Wk 4
Research Paper	30%		Wk of 12 Apr, Wk 10
Final Exam	20%	a, c, d, f	Wk of 26 April, Wk 12

DEVELOPMENTAL OUTCOMES

Students should demonstrate: responsibility & accountability, independence & interdependence, goal orientation, self-confidence, resilience, appreciation of differences.

CLASS METHODOLOGY

This unit is taught in blended mode using both classroom seminars and online learning activities. Seminars involve student presentations, lectures, class discussion and debate, and group project work. Each seminar will introduce key concepts, illustrate with reference to case studies, historical context and emerging issues, and reinforce through discussion of relevant analysis in the academic and institutional literature. Students are expected to read in advance of classes and be fully prepared to discuss assigned readings and actively participate in discussions and class exercises. Class activities will provide students with a general overview of the concepts and issues contained in the textbook however they are not a substitute for reading the textbook and supplementary required readings. The teaching strategies are designed to encourage active learning by all students.

Students will be expected to devote an hour per day keeping up with the current issues in international business and economics. Expected reading sources should include The Economist, Financial Times, The Irish Times and The Guardian, RTE News among others.

ASSESSMENT AND GRADING

1.	Participation	10%
2.	Group seminar presentation	10%
3.	Mid-term test	20%
4.	Research Paper	40%
5.	Final examination	20%

DESCRIPTOR	ALPHA	NUMERIC	GPA	REQUIREMENT/EXPECTATION
Outstanding (High Distinction)	А	93+	4.0	Maximum grade: In addition to description for grade "A-", the student shows detailed understanding of materials about which he or she can show independent analytical ability. This means the ability

				to question an issue from different perspectives and evaluate responses in an objective manner.
Excellent (Distinction)	A-	90 - 92	3.7	Student shows understanding of literature beyond the textbook/class hand-outs/class notes, and the work shows a high level of independent thought, presents informed and insightful discussion and demonstrates a well-developed capacity for evaluation.
Very good (High Credit)	B+	87 - 89	3.3	Shows evidence of a capacity to generalise from the taught content, or the material in literature, or from class lectures in an informed manner. Also, the work demonstrates a capacity to integrate personal reflection into the discussion and an appreciation of a range of different perspectives.
Good (Credit)	В	83 - 86	3.0	The work is well organised and contains coherent or logical argumentation and presentation.
Good (Credit)	B-	80 - 82	2.7	Student shows understanding of literature beyond the textbook and/or notes, and, there is evidence of additional reading.
Average (Good Pass)	C+	77-79	2.3	The work demonstrates a capacity to integrate research into the discussion and a critical appreciation of a range of theoretical perspectives. Also, the work demonstrates a clear understanding of the question and its theoretical implications and demonstrates evidence of additional reading.
Adequate (Pass)	С	73 - 76	2.0	Shows clear understanding and some insight into the material in the textbook and notes, but not beyond. A deficiency in understanding the material may be compensated by evidence of independent thought and effort related to the subject matter.
Below Average (Borderline Pass)	C-	70-72	1.7	Shows some understanding of the material in the textbook and notes. A deficiency in any of the above may be compensated by evidence of independent thought related to the subject matter.
Inadequate (Borderline Fail)	D+	67 - 69	1.3	Fails to show a clear understanding or much insight into the material in the textbook and notes

Poor (Fail)	D	60 - 66	0.7 - 1.0	Besides the above for D+, student has not shown interest or engagement in the class work or study.
Poor (Fail)	F	<60	0	Shows little or no understanding of any of the material
Incomplete	I			Please see CAPA policy in the Faculty Handbook.

1. Class Participation and group seminar presentation (20%) Each week, your Lecturer will look for lively discussion and debate. You are expected to read the appropriate material listed in the class schedule before each class. This is a mark for participation, NOT attendance (which is compulsory).

In the first seminar we will identify topical case studies to be tracked through the media during the semester. You will be asked to come to class with a current (within the preceding 2-3 weeks), relevant article from The Irish Times, RTE, or one of the other media sources listed previously. You must find a relevant article through your own research. During class we will discuss the issues raised in the articles, their relevance for international business and policy implications.

Please review the following table as a guide:

Grade	Discussion	Reading	
A range	Excellent: consistent contributor; offers original analysis and comments; always has ideas on topics of the readings; takes care not to dominate discussion.	Obviously has completed all readings; intelligently uses resultant understanding to formulate comments and questions for the discussion.	
B+	Very Good: frequent, willing, and able contributor; generally offers thoughtful comments based on the readings.	Has done most of the readings; provides competent analysis of the readings and applies insights from class appropriately.	
B/B-	Satisfactory: frequent contributor; basic grasp of key concepts but little original insight; comments/questions are of a general nature.	Displays familiarity with some readings and related concepts, but tends not to analyse them.	
C range	Poor: sporadic contributor; comments/questions betray lack of understanding of key concepts; often digresses in unhelpful ways.	Displays familiarity with few readings; rarely demonstrates analytical thought.	
D/F	Very Poor: rarely speaks; merely quotes text or repeats own comments or those of others.	Little to no apparent familiarity with assigned material or application to relevant discussion.	

Class presentations are an established component of assessment for students in this subject. The purpose of the group seminar presentation is to encourage active and deep learning of the core subject matter of the course. Presentations will be based on and be delivered in Seminars 3, 4, 5, 6, 7, 8, 9, 10, and 11. Students will be assigned to small groups of 2-3 during the first class. Each presentation will be based on the textbook and other materials and will be in two parts:

- a. The group will first present the key concepts and ideas covered in the textbook for the relevant Session topic. You can obtain additional textbook materials from your Lecturer to assist you and can email any questions to your Lecturer to help you prepare. (10 mins.)
- b. The group will then facilitate a learning activity with the class to reinforce the concepts that have been presented. Your Lecturer can help you with ideas for this activity. Quizzes help to reinforce the basic concepts and encourage students to focus on your presentation. This is also an opportunity to use technology such as polling apps (10 mins).

Assessment will be based on the demonstrated level of understanding of key concepts, the overall professionalism of the presentation, and the effectiveness of the class learning activity.

Research Research Project (40%) comprising Proposal (10%) and Research Paper (30%) Option A: 3,000 word individual research paper. Select any one of the topics that we will be covering in this course. Bear in mind that these topics/chapters are rather broad and you will need to narrow down your research topic significantly. You should identify a small aspect of the theoretical discussion that interests you and focus sharply on it. In other words, you should not be providing a general overview of the chapter(s).

The next step is to identify a case study or identify sufficient data that fits your selected topic. You may choose current or recent economic/financial events or alternatively examine an event/s from a historical perspective. The course outline provides you ample guidance on sources of such data. (Please do not start with a case study and then try to find the theoretical basis for it. This will not be efficient.)

The final step will be to provide a thorough analysis. How does the case study or evidence fit into the theoretical discussion? Are the facts consistent with the theory? Explain why (or why not). What lessons did you learn from this?

An outline of the paper will be submitted in Week 4 (max. 500 words) and feedback given that can be incorporated into the final paper.

<u>Option B</u>: This option requires you to apply all topics covered in the course to a hypothetical business proposal and decision. In groups of 2-3, students will research the topic below and then individually prepare a 3,000 word written report in the form of a Board paper. An outline of the paper will be submitted by the group in Week 4 for feedback to be incorporated into the final paper. The research is a group exercise however the final paper including analysis and recommendations is an individual task.

Assume that you are responsible for a large Irish firm that is keen to internationalize through foreign direct investment (FDI). You have been asked by the Board to investigate and recommend whether or not to proceed with investment in Europe. You must first choose a country in the region as the target for the investment, develop a strategy for entering the market and investing, and then evaluate it as a suitable candidate for the proposed investment. Consider the issues that would help you make such a business decision drawing on all topics covered in the course. While writing your report, you should incorporate relevant theories and concepts to justify your arguments.

For example:

- What are the economic, political, legal and cultural factors in the country relevant to the decision to invest? How does the legal system affect business? What political, cultural, legal and economic *risks* apply?
- What ethical issues might arise?
- How receptive is the Government of the candidate country to foreign direct investment? What incentives are available?

• What capabilities (e.g. human capital, other inputs) are required for the investment to be successful and are these available in sufficient quantity?

The paper should be a balanced consideration of the overall prospects for successful investment in the candidate country. Your final recommendation to the Board must be supported and justified.

All members of the group are expected to contribute actively and substantially to the research and analysis of the material however the final report is an individual assessment task and conclusions and recommendations may vary within the group.

<u>Common Guidelines:</u> Remember to acknowledge your sources throughout the paper using the Harvard, APA, or MLA referencing system (in-text referencing). Examples of how to lay out your Bibliography are included in your Student Handbook.

The report is to be typed and 1.5 spaced (a standard 12 point font should be used). It should be checked for spelling, consistency and clarity of expression. The report will be submitted and graded online.

Your report should incorporate at least 10 different references, all of which must be cited in the body of your report. Remember that each member of the group is expected to contribute to the literature research. These references can be sourced from the following:

- Peer-reviewed academic journal articles: at least four references should be of this type.
- · Relevant books
- Institutional analyses (multi-lateral/global, domestic): at least two references should be of this type and can be drawn from the OECD, IMF, World Bank, UNDP.
- Periodicals
- Think tank analysis and reports
- 3. Mid-term Test (20%) Online in week 6 The mid-term test will be in short essay format covering the material from the first five seminar topics and will take place online in week 6. This test is intended to help you keep up with the core content of the course as covered in the textbook to avoid falling behind and to provide a guide for yourself and your teacher as to whether the level of your understanding of the material is adequate for the course objectives and learning outcome achievement.
- 4. Final Exam (20%) Online in week 12 The final exam will cover material in seminars 7, 8, 10, and 11 and will take place in the final week of the semester. This will also be in short essay format and conducted online. The questions are designed to test the depth of your understanding of the course content and ability to discuss and articulate an argument in both academic and professional contexts.

COURSE MATERIALS

Required Readings Hill, Charles W.L., Hult, Tomas M. (2020). Global Business Today. McGraw Hill, 11th Edition In addition to the textbook, other weekly reading assignments will be posted on The accompanying CAPA Canvas page for this course. Some readings are listed in the seminar outline below however wherever possible articles on current events will be used.

Recommended Reading Aliber, R.Z. and Zoega, G. (2019) The 2008 Global Financial Crisis in Retrospect, Palgrave

Carter, G. (2010) The Great Hangover, 21 Tales of the New Recession from the Pages of Vanity Fair, Harper Perrenial

Dicken, P. (2015) Global Shift, 7th edition, Sage, London.

Gringer, J.M., McNett, J.M. and Minor, M.S. and Ball, D.A., (2016) International Business, McGraw-Hill

Lonergan, E. and Blyth, M. (2020) Angryonomics, Agenda Publishing

McConnell, C.R., Brue, S.L. & Flynn, S.M., (2018) *Economics: Principles, Problems, and Policies*, 21st edition, McGraw-Hill Inc.

McWilliams, D. (2018) Renaissance Nation: How the Pope's Children Rewrote the Rules for Ireland, Gill Books, Dublin.

Rosling, H. (2019) Factfulness, Hodder & Stoughton

Rugman, A., Brewer, T.L., (2001) The Oxford handbook of international business, Oxford, New York: Oxford University Press

Stiglitz J.E. (2002) Globalization and Its Discontents. W.W. Norton & Co., New York

Stiglitz J.E. (2007) Globalization and Its Discontents Revisited: Anti-Globalization in the Era of Trump, Penguin.

Stiglitz J.E. (2016) The Euro and Its Threat to the Future of Europe, Penguin.

Most are available on the ACU library databases:

- Academy of Management Review
- Asia Pacific Journal of Management
- Cross Cultural Management
- International Business Review
- Journal of Asia Business
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
- Thunderbird International Business Review

Other References – Periodicals, Newspapers and Podcasts

There is a range of periodicals in the fields of international business and management. The titles below are indicative only of such publications:

- Business Week (Asian edition)
- Harvard Business Review
- The Wall Street Journal
- The Economist
- The Irish Times
- RTE
- The Guardian
- Financial Times
- David McWilliams podcasts

Alternative views:

Green Left Weekly - http://www.greenleft.org.au New Internationalist - http://www.newint.org

Other References - Useful Websites: Ellen McArthur Foundation: https://www.ellenmacarthurfoundation.org/

European Central Bank: https://www.ecb.europa.eu

Central Bank of Ireland: https://www.centralbank.ie/ Central Statistics Office Ireland: https://www.cso.ie World Trade Organization: http://www.wto.org/ International Monetary Fund: http://www.imf.org/

The World Bank: http://www.worldbank.org/ (The World Bank e-Library is accessible through the ACU Library)

UNCTAD-United Nationals Conference on Trade and Development: http://www.unctad.org

International Trade Centre: http://www.intracen.org/

WEEKLY SCHEDULE

The framework below indicates class-based sessions at CAPA. The schedule may be revised as the term progresses to incorporate field trips and guest speakers.

Each week there are set readings from the textbook and other sources. Weekly class materials including lecture slides, explanatory notes and relevant additional readings will be posted online. The students are expected to review these materials prior to the weekly session.

Date	Seminar topics	Class activities
Week Beginning 1 February	Seminar 1 - Introduction and Globalization Introduction to the course and review of assessment tasks. Formation of groups for group assignments. What is meant by globalization, emergence of global institutions, key drivers and debates. Required Reading Hill, Chapter 1 - Globalization Dicken, Global Shift, Chapter 1 Additional Reading Mansbach, R.W. (2013). "The Many Meanings of Globalization". In Mansbach, R. W & Rhodes, E. (eds) 2013. Introducing Globalization - Analysis and Readings. CQ Press, Sage. Thousand Oaks, CA. pp.1-11	Class Course overview Topical issues for media tracking Introductory lecture Team formation
Week Beginning 8 February	Seminar 2 - Globalisation: Ireland as a case study Required Reading McWilliams, Chapter 1 - Renaissance Nation • Student debate on the merits of globalization; • Case study: Globalization and its Impacts: Contrasting Perspectives from Ireland.	Class Debate and case study followed by discussion.
Week Beginning 15 February	Seminar 3 - International trade and investment theory The conceptual basis and theoretical benefits of trade and investment and the significance of global value chains (GVC).	Class Topical issues in the media Group seminar presentation Lecture and discussion

	Required Reading Hill, Chapter 6 - International Trade Theory Additional Sources: Institute of Directors, London: IoD London International Trade: Supply Chain Webinar, The Supply Chain Rules Have Changed - Have you? https://www.youtube.com/watch?v=WvRRh1Cztik&f eature=youtu.be	
Week Beginning 22 February	Seminar 4 - Political, economic, legal aspects of international business Political, economic and legal systems, related risk and impact on the international firm. Case study of Brexit. Required Reading Hill, Chapter 2 - National Differences in Political Economy together with Kay J. (2013). Capitalism, Markets and Politics. The Political Quarterly, Vol. 84, No.4:436-441 Chang H. (2010). 23 Things They Don't Tell You About Capitalism. Bloomsbury, New York, pp.199-209 AND Hill, Chapter 3 - National Differences in Economic Development Harding R., Wantchekon L. (2010). The Political Economy of Human Development. United Nations Development Program (UNDP) Human Development Research Paper 2010/29. http://hdr.undp.org/es/informes/mundial/idh2010/trabajos/HDRP 2010 29.pdf Additional Reading https://www.coface.com/Economic-Studies-and-Country-Risks/Ireland RESEARCH PAPER PROPOSAL SUBMISSION	Class Topical issues in the media Group seminar presentation Lecture and discussion Research Paper Proposal submission
Week Beginning 1 March	Seminar 5 - The Political Economy of International Trade Development of the world trading system, institutional framework and governance mechanisms including GATT and WTO. The role of national Government, policy instruments used, and purpose of Government intervention in international trade flows.	Class Topical issues in the media Group seminar presentation Lecture and discussion

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	Required Reading	
	Hill, Chapter 7 - Government Policy of International	
	Trade	
	Baracuhy B. (2012). Running into a Brick Wall: The	
	WTO Doha Round, Governance Gap and Geopolitical	
	Risks. Global Policy, Vol. 3. Issue 1. February	
	2012	
	WTO (2011). Understanding the WTO.	
	http://www.wto.org/english/thewto_e/whatis_e/tif_	
	e/understanding e.pdf	
	Additional Reading	
	National Post November 29, 1(999), "Top 10	
	Reasons to Oppose the WTO". In Mansbach, R. W &	
	Rhodes, E. (eds) 2013. Introducing Globalization –	
	Analysis and Readings. CQ Press, Sage. Thousand	
	Oaks, CA. pp.67-71	
	Additional viewing	
	The rise and fall of global trade from the Romans to	
	coronavirus	
	https://www.ft.com/video/fa0705b9-74cc-4169-	
	ab00-5b1d4216b120?playlist-	
	name=latest&playlist-offset=0	
	SEMESTER BREAK	
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Week	Seminar 6 - Multilateralism, Regionalism, and Bi-	Class
Beginning	lateralism in International Trade	Topical issues in the media
	lateralism in International Trade Regional and bi-lateral arrangements between	Topical issues in the media Group seminar presentation
Beginning	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and	Topical issues in the media Group seminar presentation Lecture and discussion
Beginning	lateralism in International Trade Regional and bi-lateral arrangements between	Topical issues in the media Group seminar presentation
Beginning	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers.	Topical issues in the media Group seminar presentation Lecture and discussion
Beginning	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading	Topical issues in the media Group seminar presentation Lecture and discussion
Beginning	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading Hill, Chapter 9 – Regional Economic Integration	Topical issues in the media Group seminar presentation Lecture and discussion
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Beginning 15 March	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading Hill, Chapter 9 – Regional Economic Integration Additional Reading N/A	Topical issues in the media Group seminar presentation Lecture and discussion Mid-term during this week.
Beginning 15 March	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading Hill, Chapter 9 – Regional Economic Integration Additional Reading N/A Seminar 7 - The strategy of international business	Topical issues in the media Group seminar presentation Lecture and discussion Mid-term during this week. Class
Beginning 15 March Week Beginning	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading Hill, Chapter 9 – Regional Economic Integration Additional Reading N/A Seminar 7 - The strategy of international business International strategy development and firm	Topical issues in the media Group seminar presentation Lecture and discussion Mid-term during this week. Class Topical issues in the media
Beginning 15 March	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading Hill, Chapter 9 – Regional Economic Integration Additional Reading N/A Seminar 7 - The strategy of international business International strategy development and firm organization. Examination of the initial paths of	Topical issues in the media Group seminar presentation Lecture and discussion Mid-term during this week. Class Topical issues in the media Group seminar presentation
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Beginning 15 March Week Beginning	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading Hill, Chapter 9 – Regional Economic Integration Additional Reading N/A Seminar 7 - The strategy of international business International strategy development and firm organization. Examination of the initial paths of internationalization for small-medium sized firms. Required Reading Hill, Chapter 12 – The Strategy of International Business Hill, Chapter 13 – Entering Foreign Markets Additional Reading	Topical issues in the media Group seminar presentation Lecture and discussion Mid-term during this week. Class Topical issues in the media Group seminar presentation
Beginning 15 March Week Beginning 22 March	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading Hill, Chapter 9 – Regional Economic Integration Additional Reading N/A Seminar 7 - The strategy of international business International strategy development and firm organization. Examination of the initial paths of internationalization for small-medium sized firms. Required Reading Hill, Chapter 12 – The Strategy of International Business Hill, Chapter 13 – Entering Foreign Markets Additional Reading N/A	Topical issues in the media Group seminar presentation Lecture and discussion Mid-term during this week. Class Topical issues in the media Group seminar presentation Lecture and discussion
Beginning 15 March Week Beginning 22 March	lateralism in International Trade Regional and bi-lateral arrangements between countries (EU, North America, Asia / Asia-Pacific), and the implications for business and managers. Required Reading Hill, Chapter 9 – Regional Economic Integration Additional Reading N/A Seminar 7 - The strategy of international business International strategy development and firm organization. Examination of the initial paths of internationalization for small-medium sized firms. Required Reading Hill, Chapter 12 – The Strategy of International Business Hill, Chapter 13 – Entering Foreign Markets Additional Reading N/A Seminar 8 - Ethics in a business environment and	Topical issues in the media Group seminar presentation Lecture and discussion Mid-term during this week. Class Topical issues in the media Group seminar presentation Lecture and discussion Class

	The role of ethics in the corporate world. Cultural differences and considerations in international business. EXPERT PANEL PRESENTATIONS	
	Ethics, Corporate Social Responsibility, and Sustainability • Ethical issues in international business; • Elements of Corporate Social Responsibility; • Sustainability trends and the future.	
	Required Reading Hill, Chapter 4 – Differences in Culture Hill, Chapter 5 – Ethics in International Business Additional Links Ellen McArthurFoundation www.ellenmcarthurfoundation.org	
Week Beginning 5 April	Seminar 9 - Foreign Direct Investment Theories of FDI, Government policies and their rationale, benefits and costs of FDI, and firm strategic investment choices in entering foreign markets. Case study of MNC's in Ireland.	Class Topical issues in the media Group seminar presentation Lecture
	Required Reading Hill, Chapter 8 – Foreign Direct Investment Additional Viewing Reasons for investing in Ireland - IDA https://www.youtube.com/watch?v=ZJou27dF2I4 Benefits of government policy and MNC's for Irish start-ups - Entrepreneurial Ecosystem in Ireland with Connor Murphy (DataHug) at Startup Grind 2013 https://www.youtube.com/watch?v=ItdjBdt8jw8	
Week Beginning 12 April	Seminar 10 - The Foreign Exchange Market Foreign exchange market, exchange rate systems (fixed, floating, hybrid), 'currency wars', currency exchange rates and how they are determined, and implications for business in managing foreign exchange risk. RESEARCH PAPER SUBMISSION	Class Topical issues in the media Group seminar presentation Lecture and discussion
	Required Reading Hill, Chapter 10 – The Foreign Exchange Market Costs and benefits for Ireland of the euro Additional Viewing This World: Michael Portillo's Great Euro Crisis	
	https://www.youtube.com/watch?v=Pee_w3RwHhs	

Week Beginning 19 April	Seminar 11 - The Balance of Payments and the International Monetary System History, institutions and functions of the international monetary system. Role of international, multi-lateral institutions (World Bank and IMF) in relation to balance of payments, reserve currency and debates, their operation and influence on national and international trade. Required Reading Hill, Chapter 11 - The International Monetary System Stiglitz J.E., Greenwald B. (2010). Towards A New Global Reserve System. Journal of Globalization and Development, Vol. 1, No. 2, Article 10 Additional Reading N/A	Class Topical issues in the media Group seminar presentation Lecture
Week Beginning 26 April	Seminar 12 - FINAL EXAM Online	Online FINAL EXAM

ATTENDANCE, PARTICIPATION AND STUDENT RESPONSIBILITIES

Attendance CAPA has a mandatory attendance policy. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Attendance is mandatory and is taken at the beginning of every class. Unauthorized absence from class will result in a reduction of the final grade and ultimately in an F for the course.

Missing classes for medical reasons If you need to miss a class for medical reasons or for a family emergency, you must send an e-mail to let the Director of Academic Affairs (DAA) or

Resident Director know at least one hour in advance of your class or meeting by emailing dvaughan@capa.org. Note that calling the CAPA Centre (02 9929 5253) is acceptable only if you do not temporarily have access to the internet. An e-mail is still required as quickly as you can get access to the internet again. You will need to provide evidence of the reason for your absence. Unexcused absences will result in a grade reduction. In the event of a missed class or field trip, it is your responsibility to contact your instructor and make up any missed assignments.

Class Participation Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

Academic Integrity The faculty expects from you, the student, a high level of responsibility and academic honesty. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honour in his or her scholastic work and class behaviour. Plagiarism and cheating will result in dismissal from the program. See the Handbook of CAPA Academic Policies for more information and resources on plagiarism.

Use of electronic equipment in class All devices such as laptops, I-pods, I-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are NOT allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Director of Academic Affairs or the Resident Director at the beginning of Term.

Use of Electronic Translators In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

Late Submission Late submission of papers due, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

Behaviour during Examinations During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action.