PROFESSOR: Dr. Milos Vulanovic, Ph.D.

COURSE OVERVIEW & OBJECTIVES

The course is designed to provide an introduction to international managerial economics of the firm and to examine the main principles of the international business in the twentieth and 21st century.

After taking this course students will be familiar with topics that include the development of managerial economics in domestic and the international settings such us the issues of allocation of resources in the economy through the market forces of supply and demand, quantitative demand analysis, pricing strategies in domestic and international markets. In addition we will consider the settings of international business: regional and global strategies, the role of multinational enterprise and the impact of market and nonmarket environment in international business settings. Finally we would cover the current academic articles on relevant topics and develop our own views on the set of selected topics.

TEXTBOOKS REQUIREMENTS

This course will make extensive use of journal articles from a variety of authors as well as the textbooks below: All material will be provided to you in PDF format

Textbook 1: The Oxford Handbook of International Business, Rugman and Brewer

EVALUATION

The course evaluation will consist of:

<table>
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<tr>
<th>Three Papers Worth 20% Each</th>
<th>60%</th>
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<tr>
<td>Final Term Paper Worth 40%</td>
<td>40%</td>
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<tr>
<td>Final Course Grade Based On</td>
<td>100%</td>
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ASSIGNMENT SCHEDULE

The assignments are primarily based upon the journal and textbook material but other materials may be made available or referenced where appropriate. All papers and the Term Paper are to be written at the graduate level making specific use of referencing. Referencing and citations should follow general APA guidelines. Students not following proper referencing guidelines will be strongly penalized. Any acts of plagiarism or the appearance thereof will be referred to the Director or Dean of the Faculty. All papers are to be formatted in a clean and crisp manner.

All papers are to be a minimum of 20 pages, double-spaced in length. The final term paper is to be 30 pages, double-spaced in length. Standard font is Arial 12 pt.

PARTIAL JOURNAL LISTING


