

UGSM-MONARCH BUSINESS SCHOOL SWITZERLAND

DBA-670-International Managerial Economics & Int'l Business Course Outline

PROFESSOR: Dr. Milos Vulcanovic, 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 as 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

Textbook 2:

Managerial Economics and Business Strategy, Edition 2010 by **Michael R. Baye**

Textbook 3:

International Business: 4th Edition by **ALAN M. RUGMAN AND SIMON COLLINSON**

EVALUATION

The course evaluation will consist of:

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| Three Papers Worth 20% Each | 60% |
| Final Term Paper Worth 40% | 40% |
| Final Course Grade Based On | 100% |

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

Africa, S. S. (2011). Trade and FDI in Africa: Recent trends. *The Africa Competitiveness Report 2011*.

Aharoni, Y., Tihanyi, L., & Connelly, B. L. (2011). Managerial decision-making in international business: A forty-five-year retrospective. *Journal of World Business*, 46(2), 135-142.

Buckley, P.J. and Casson, M.C. (2009). The internalisation theory of the multinational enterprise: A review of the progress of a research agenda after 30 years, *Journal of International Business Studies*; doi:10.1057/jibs.2009.49

Chakrabarti, Rajesh, Yadav, Pradeep K. and Megginson, William L., Corporate Governance in India. *Journal of Applied Corporate Finance*, Forthcoming. Available at SSRN: <http://ssrn.com/abstract=1012222>

Croci, E., Gonenc, H., & Ozkan, N. (2012). CEO compensation, family control, and institutional investors in continental Europe. *Journal of Banking & Finance*.

Crucini, M. J., Kose, M. A., & Otrok, C. (2011). What are the driving forces of international business cycles?. *Review of Economic Dynamics*, 14(1), 156-175.

Demirbag, M., Apaydin, M., & Tatoglu, E. (2011). Survival of Japanese subsidiaries in the Middle East and North Africa. *Journal of World Business*, 46(4), 411-425.

Fetscherin, M., Voss, H., & Gugler, P. (2010). 30 Years of foreign direct investment to China: An interdisciplinary literature review. *International business review*, 19(3), 235-246.

Kaplinsky, R., & Morris, M. (2009). Chinese FDI in Sub-Saharan Africa: engaging with large dragons. *European Journal of Development Research*,21(4), 551-569.

Kolk, A., & Van Tulder, R. (2010). International business, corporate social responsibility and sustainable development. *International Business Review*,19(2), 119-125.

Lee, B. S., & Min, B. S. (2011). Exchange rates and FDI strategies of multinational enterprises. *Pacific-Basin Finance Journal*, 19(5), 586-603.

Lustig, H., Syverson, C., & Van Nieuwerburgh, S. (2011). Technological change and the growing inequality in managerial compensation. *Journal of Financial Economics*, 99(3), 601-627.

Markusen, James R., Foreign Direct Investment (April 2000). CIES Working Paper No. 19. Available at SSRN: <http://ssrn.com/abstract=231202> or <http://dx.doi.org/10.2139/ssrn.231202>

Martinsons, Maris G., Comparing the Decision Styles of American, Chinese and Japanese Business Leaders. Best Paper Proceedings of Academy of Management Meetings, Washington, DC, August 2001. Available at SSRN: <http://ssrn.com/abstract=952292>

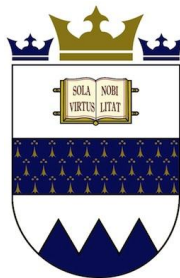
Mellahi, K., Demirbag, M., & Riddle, L. (2011). Multinationals in the Middle East: Challenges and opportunities. *Journal of World Business*, 46(4), 406-410

McGee, Robert W. , Corporate Governance in Asia: Eight Case Studies (January 2008). Available at SSRN: <http://ssrn.com/abstract=1081954> or <http://dx.doi.org/10.2139/ssrn.1081954>

Paris, Lori D, Howell, Jon P, Dorfman, Peter W. and Hanges, Paul J, Preferred Leadership Prototypes of Male and Female Leaders in 27 Countries (October 2009). *Journal of International Business Studies*, Vol. 40, Issue 8, pp. 1396-1405, 2009. Available at SSRN: <http://ssrn.com/abstract=1808472> or <http://dx.doi.org/10.1057/jibs.2008.114>

Peng, M. W., Sun, S. L., & Blevins, D. P. (2011). The social responsibility of international business scholars. *Multinational Business Review*, 19(2), 106-119.

Renard, M. F. (2011). China's trade and FDI in Africa. *Schiere, R., Ndikumana, L. and Walkenhorst, P.(eds.)*, 25-51.



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