**Managing in a Global Economy**

**MASY1-GC 1200 | 105 | Fall 2023 | 9/7/2023 - 12/14/2023 | 3 Credit**

**Modality: In-person**

**Course Site URL:** <https://brightspace.nyu.edu/>

**General Course Information**

**Name/Title:** Moustafa Ahmed, Ph.D., Adjunct Instructor, He/Him/His

**NYU Email:** mma204@nyu.edu

**Class Meeting Schedule:** 9/7/2023 - 12/14/2023 | Thursdays | 06:20pm -- 08:55pm

**Class Location:** Bldg: MIDC Room 1027

**Office Hours:** Students will have an opportunity to schedule via email or phone meetings are

by appointment

**Description**

This course examines three facets of a modern economy; markets, government, and international trade, and explores the connections among them. The course covers economic principles that power global businesses and organizations today and discusses how modern economies, markets, and governments are no longer contained within national boundaries. Upon completion of this course, students learn how a market-based economy operates in today's global environment.

**Prerequisites**

N/A

**Learning Outcomes**

At the conclusion of this course, students will be able to:

* Evaluate stakeholders across different global markets to understand markets, supply chain, and products
* Assess the internal economic drivers that compel organizations to operate and compete globally
* Analyze the impact of cultural differences in implementing a business strategy
* Analyze an enterprise strategy based on managerial roles and responsibilities
* Assess organizational challenges to manage across corporate and national boundaries in order to identify strategic opportunities

**Communication Methods**

Be sure to turn on your [NYU Brightspace notifications](https://www.nyu.edu/servicelink/KB0018507) and frequently check the “Announcements” section of the course site. This will be the primary method I use to communicate information critical to your success in the course. To contact me, send me an email. I will respond within 24 hours.

Credit students must use their NYU email to communicate. Non-degree students do not have NYU email addresses. Brightspace course mail supports student privacy and FERPA guidelines. The instructor will use the NYU email address to communicate with students. All email inquiries will be answered within 24 hours.

**Structure | Method | Modality**

This course is on-site and we will meet once a week on Thursday. Students should check Brightspace daily for assignments or additions to course materials. The course content shall be delivered via lecture format, complemented by a focused and lively discussion.

In each lecture, we will discuss the weekly content, solve several questions, and discuss case studies.

Active learning experiences and small group projects are key components of the course. Assignments, papers, and exams will be based on course materials (e.g., readings, videos), lectures, and class discussions. Course sessions will be conducted synchronously on NYU Zoom, which you can access from the course site in [NYU Brightspace](https://brightspace.nyu.edu/).

**Expectations**

Learning Environment

You play an important role in creating and sustaining an intellectually rigorous and inclusive classroom culture. Respectful engagement, diverse thinking, and our lived experiences are central to this course, and enrich our learning community.

Participation

You are integral to the learning experience in this class. Be prepared to actively contribute to class activities, group discussions, and work outside of class.

Assignments and Deadlines

All assignments due are submitted with standard template provided and must be submitted via Brightspace by the end of each week.

Students are required to complete (on their own) homework assignments following each chapter covered in the text, group case problems which will be periodically assigned, and a final exam.

Assignments and readings must be executed and are due on the dates indicated at the time of assignment. Missed assignments will lower the student’s grade based on the percentage of the grade allocable to it. Late assignments are permitted only with advance notice to, and permission from, the instructor. Assignments will be graded for content and clarity.

Students shall need to complete assignments, which shall relate to the topic which is discussed in each class, and work on an industry study- based on a specific industry that they have selected for in-depth review. The industry study shall culminate in a final case study.

Course Technology Use

We will utilize multiple technologies to achieve the course goals. I expect you to use technology in ways that enhance the learning environment for all students. All class sessions require the use of Zoom.All class sessions require the use of technology (e.g., laptop, computer lab) for learning purposes.

Feedback and Viewing Grades

I will provide timely meaningful feedback on all your work via our course site in NYU Brightspace. You can access your grades on the course site Gradebook.

Attendance

Students are expected to attend all on-site class sessions. Excused absences are granted in cases of documented serious illness, family emergency, religious observance, or civic obligation. In the case of religious observance or civic obligation, this should be reported in advance. Unexcused absences from sessions may have a negative impact on a student’s final grade. Students are responsible for assignments given during any absence.

If for some reason (excused absence) you will not be in class, you must notify the instructor prior to the scheduled session if you will not be attending and the reason. Each unexcused absence or being late may result in a student’s grade being lowered by a fraction of a grade. A student who has three unexcused absences may earn a Fail grade.

Students who join the course during add/drop are responsible for ensuring that they identify what assignments and preparatory work they have missed and complete and submit those per the syllabus.

Refer to the [SPS Policies and Procedures page](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) for additional information about attendance.

**Textbooks and Course Materials**

The required text for the course shall be (It is available at Amazon.com):

International Business, Authors: Ricky Griffin and Michael Pustay | 9th Edition April 18, 2019 Publisher: Pearson | ISBN: 13-978-0135181003 | ISBN: 10-0135181003

**PowerPoint Slides**  
For each class, I shall be preparing extensive slides. These shall be made available before each class.

There are reasons for this:

* To reinforce the content of the class and, in particular, the key concepts
* To allow students to take notes directly on the relevant slides

I expect you to be ready to discuss the discussion topics and the case studies.

However, the main thrust of the course shall come from dynamic interaction in our class sessions. It is absolutely critical that you share your insights.

**Grading | Assessment**

Class Participation 10%

Individual Homework 30%

Midterm Exam 20%

Group Assignment 20%

Final Exam 20%

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TOTAL POSSIBLE 100%

Your grade in this course is based on your performance on multiple activities and assignments. Since all graded assignments are related directly to course objectives and learning outcomes, failure to complete any assignment will result in an unsatisfactory course grade. All written assignments are to be completed using APA format and must be typed and double-spaced. Grammar, punctuation, and spelling will be considered in grading. Please carefully proof-read your written assignments before submitting them for a grade. I will update the grades on the course site each time a grading session has been completed— typically three (3) days following the completion of an activity.

See the [“Grades” section of Academic Policies](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html#Graduate1) for the complete grading policy, including the letter grade conversion, and the criteria for a grade of incomplete, taking a course on a pass/fail basis, and withdrawing from a course.

**Course Outline**

**Start/End Dates:** 9/7/2023 - 12/14/2023 / Thursdays

**Time:** 06:20pm -- 08:55pm

**No Class Date(s):** Thursday, 11/23/23, Thanksgiving Recess

**Special Notes:** N/A

| Week | Date | Topic to Complete | Topic / Assignment | Topic to Complete | Due Date |
| --- | --- | --- | --- | --- | --- |
| 1 | 09/07/2023 | Chapters 1 & 2 | 1. An Overview of International Business  2. Global Marketplaces and Business Centers | Homework | 09/10/2023 |
| 2 | 09/14/2023 | Chapters 3 & 4 | 3. Legal, Technological, Accounting, and Political Environments  4. The Role of Culture  Introduction to Linear Programming | Homework | 09/17/2023 |
| 3 | 09/21/2023 | Chapters 5 & 6 | 5. Ethics and Social Responsibility in International Business  6. International Trade and Investment | Homework | 09/24/2023 |
| 4 | 09/28/2023 | Chapters 7 & 8 | 7. The International Monetary System and the Balance of Payments  8. Foreign Exchange and International Financial Markets | Homework | 10/01/2023 |
| 5 | 10/05/2023 | Chapters 9 & 10 | 9. Formulation of National Trade Policies  10. International Cooperation Among Nations | Homework | 10/08/2023 |
| 6 | 10/12/2023 |  | Midterm Exam | Chapters: 1 through 10 |  |
| 7 | 10/19/2023 | Chapters 11 & 12 | 11. International Strategic Management  12. Strategies for Analyzing and Entering Foreign Markets | Homework | 10/22/2023 |
| 8 | 10/26/2023 | Chapters 13 & 14 | 13. International Strategic Alliances  14. International Organization Design and Control | Homework | 10/29/2023 |
| 9 | 11/02/2023 | Chapters 15 & 16 | 15. Leadership and Employee Behavior in International Business  16. International Marketing | Homework | 11/05/2023 |
| 10 | 11/09/2023 | Chapter 17 & 18 | 17. International Operations Management  18. International Financial Management | Homework | 11/12/2023 |
| 11 | 11/16/2023 | Chapter 19 | 19. International Human Resource Management and Labor Relations | Homework | 11/19/2023 |
| N/A | 11/23/2023 |  | No Class - Thanksgiving Recess |  |  |
| 12 | 11/30/2023 |  | Final exam Review |  |  |
| 13 | 12/07/2023 |  | Group Project Presentation |  |  |
| 14 | 12/14/2023 | Final Exam | Comprehensive Final Exam |  |  |

**Session 1: 09/07/23**

* Chapter 1. An Overview of International Business
* Chapter 2. Global Marketplaces and Business Centers

In this week, we will have a general overview on international business. Also, we will cover global marketplaces and business centers.

* Syllabus Review & Course Overview
* Group Creation
* Homework: Weekly multiple-choice and true/false online questions cover chapters 1 and 2, due 09/10/2023.

**Session 2: 09/14/23**

* Chapter 3. Legal, Technological, Accounting, and Political Environments   
  Chapter 4. The Role of Culture

In this week, we will discuss legal, technological, accounting, and political Environments, and the role of culture

* Homework: Weekly multiple-choice and true/false online questions cover chapters 3 and 4, due 09/17/2023.

**Session 3: 09/21/23**

* Chapter 5. Ethics and Social Responsibility in International Business
* Chapter 6. International Trade and Investment   
  In this week, we will discuss ethics and social responsibility in international business, and discuss international trade and investment.
* Homework: Weekly multiple-choice and true/false online questions cover chapters 5 and 6, due 09/24/2023.

**Session 4: 09/28/23**

* Chapter 7. The International Monetary System and the Balance of Payments.
* Chapter 8. Foreign Exchange and International Financial Markets
* In this week, we will discuss the international monetary system and the balance of payments. Also, we will cover foreign exchange and international financial markets.
* Homework: Weekly multiple-choice and true/false online questions cover chapters 7 and 8, due 10/01/2023.

**Session 5: 10/05/23**

* Chapter 9. Formulation of National Trade Policies
* Chapter 10. International Cooperation Among Nations
* In this week, we will discuss formulation of national trade policies. Also, we will cover international cooperation among nations
* Homework: Weekly multiple-choice and true/false online questions cover chapters 9 and 10, due 10/08/2023.

**Session 6: 10/12/23**

* Midterm Exam
* The midterm exam will cover chapters: 1 through 10

**Session 7: 10/19/23**

* Chapter 11. International Strategic Management
* Chapter 12. Strategies for Analyzing and Entering Foreign Markets

In this week, we will discuss international strategic management, and strategies for analyzing and entering foreign markets.

* Homework: Weekly multiple-choice and true/false online questions cover chapters 11 and 2, due 10/22/2023.

**Session 8: 10/26/23**

* Chapter 13. International Strategic Alliances
* Chapter 14. International Organization Design and Control   
  In this week, we will discuss international strategic alliances. Also, we will cover international organization design and control
* Homework: Weekly multiple-choice and true/false online questions cover chapters 13 and 14, due 10/29/2023.

**Session 9: 11/02/23**

* Chapter 15. Leadership and Employee Behavior in International Business
* Chapter 16. International Marketing

In this week, we will discuss leadership and employee behavior in international business. Also, we will cover international marketing

* Homework: Weekly multiple-choice and true/false online questions cover chapters 15 and 16, due 11/05/2023.

**Session 10: 11/09/23**

* Chapter 17. International Operations Management
* Chapter 18. International Financial Management   
  In this week, we will discuss international operations management, and international financial management
* Homework: Weekly multiple-choice and true/false online questions cover chapters 17 and 18, due 11/12/2023.

**Session 11: 11/16/23**

* Chapter 19. International Human Resource Management and Labor Relations

In this week, we will discuss international human resource management and labor relations

* Homework: Weekly multiple-choice and true/false online questions cover chapters 19, due 11/19/2023.

**No Class - 11/23/23 -** Thanksgiving Recess

**Session 12: 11/30/23**

* Final Exam Review

**Session 13: 12/07/23**

* Group Project Presentation (Oral)

**Session 14: 12/14/23**

* Final Exam: Comprehensive Final Exam

This class will cover the following content:

**PART 1: THE WORLD'S MARKETPLACES**   
1. An Overview of International Business   
2. Global Marketplaces and Business Centers   
3. Legal, Technological, Accounting, and Political Environments   
4. The Role of Culture   
5. Ethics and Social Responsibility in International Business

**PART 2: THE INTERNATIONAL ENVIRONMENT**6. International Trade and Investment   
7. The International Monetary System and the Balance of Payments   
8. Foreign Exchange and International Financial Markets   
9. Formulation of National Trade Policies   
10. International Cooperation Among Nations

**PART 3: MANAGING INTERNATIONAL BUSINESS**   
11. International Strategic Management   
12. Strategies for Analyzing and Entering Foreign Markets   
13. International Strategic Alliances   
14. International Organization Design and Control   
15. Leadership and Employee Behavior in International Business

**PART 4: MANAGING INTERNATIONAL BUSINESS OPERATIONS**   
16. International Marketing   
17. International Operations Management   
18. International Financial Management   
19. International Human Resource Management and Labor Relations

**NOTES:**

The syllabus may be modified to better meet the needs of students and to achieve the learning outcomes.

The School of Professional Studies (SPS) and its faculty celebrate and are committed to inclusion, diversity, belonging, equity, and accessibility (IDBEA), and seek to embody the IDBEA values. The School of Professional Studies (SPS), its faculty, staff, and students are committed to creating a mutually respectful and safe environment (*from the* [*SPS IDBEA Committee*](https://www.sps.nyu.edu/homepage/about-us/idbea/about-idbea.html)).

**New York University School of Professional Studies Policies**

1. Policies - You are responsible for reading, understanding, and complying with [University Policies and Guidelines](http://www.nyu.edu/about/policies-guidelines-compliance.html), [NYU SPS Policies and Procedures](http://sps.nyu.edu/academics/academic-policies-and-procedures.html), and [Student Affairs and Reporting](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/student-services.html).

2. Learning/Academic Accommodations - New York University is committed to providing equal educational opportunity and participation for students who disclose their dis/ability to the [Moses Center for Student Accessibility](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html). If you are interested in applying for academic accommodations, contact the [Moses Center](https://www.nyu.edu/students/communities-and-groups/student-accessibility/academic.html) as early as possible in the semester. If you already receive accommodations through the Moses Center, request your accommodation letters through the [Moses Center Portal](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html) as soon as possible ([mosescsa@nyu.edu](mailto:mosescsa@nyu.edu) | 212-998-4980).

3. Health and Wellness - To access the University's extensive health and mental health resources, contact the [NYU Wellness Exchange](https://www.nyu.edu/students/health-and-wellness/wellness-exchange.html). You can call its private hotline (212-443-9999), available 24 hours a day, seven days a week, to reach out to a professional who can help to address day-to-day challenges as well as other health-related concerns.

4. Student Support Resources - There are a range of resources at SPS and NYU to support your learning and professional growth. For a complete list of resources and services available to SPS students, visit the [NYU SPS Office of Student Affairs site](https://www.sps.nyu.edu/homepage/student-experience/resources-and-services.html).

5. Religious Observance - As a nonsectarian, inclusive institution, NYU policy permits members of any religious group to absent themselves from classes without penalty when required for compliance with their religious obligations. Refer to the [University Calendar Policy on Religious Holidays](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html) for the complete policy.

6. Academic Integrity and Plagiarism - You are expected to be honest and ethical in all academic work. Moreover, you are expected to demonstrate how what you have learned incorporates an understanding of the research and expertise of scholars and other appropriate experts; and thus recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers—is a required practice in all academic projects.

Plagiarism involves borrowing or using information from other sources without proper and full credit. You are subject to disciplinary actions for the following offenses which include but are not limited to cheating, plagiarism, forgery or unauthorized use of documents, and false form of identification

[Turnitin](https://www.nyu.edu/servicelink/KB0018471), an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.

Read more about academic integrity policies at the NYU School of Professional Studies on the [Academic Policies for NYU SPS Students](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) page.

7. Use of Third-Party Tools - During this class, you may be required to use non-NYU apps/platforms/software as a part of course studies, and thus, will be required to agree to the “Terms of Use” (TOU) associated with such apps/platforms/software.

These services may require you to create an account but you can use a pseudonym (which may not identify you to the public community, but which may still identify you by IP address to the company and companies with whom it shares data).

You should carefully read those terms of use regarding the impact on your privacy rights and intellectual property rights. If you have any questions regarding those terms of use or the impact on the class, you are encouraged to ask the instructor prior to the add/drop deadline.