This course will examine from an economics and interdisciplinary perspective the challenges of globalization and economic development. We will examine and discuss issues such as trade protection, the operations, strategy of and ethical responsibilities of multinational firms, the global pharma industry and economic development. The emphasis will be on using economics and management tools to analyze these issues and understand their economic and managerial implications.

**Text**

*Elements of Multinational Strategy*, by Keith Head (KH), Springer is the required book for the class. Other readings used will be on reserve in the library. You are also expected to keep up with current international economic issues discussed in journals such as the Wall Street Journal, Fortune, Business Week, and the Harvard Business Review.

**Grades**

The final grades will be based on the following:
(a) Two short essays that are group projects (10% each)
(b) Two in-class exams (25% each)
(c) A final exam that is a longer essay (25%)
(d) Participation (5%)

The class will be divided into groups. Your grade for the group projects will be the grade for your group. Every member of the group is expected to participate fully in the group projects. The topics for the *group essay* have to be approved by me and will be in two main areas: multinationals and innovation and multinationals from developing countries. Each essay for the group project will be about 5 pages double-spaced, and 12 font. You must hand in your essay at the end of the class on the due date. **Late essays will not be accepted.** Each group will email the essay to me and I will distribute it to the class. Each group has to make a five minute presentation (please prepare PowerPoint slides) followed by a class discussion. Hence I expect all groups to read each other essays and come prepared with their comments and feedback. Your participation grade will depend on your day to day participation in class as well as during the discussions following the group projects. The *individual essay* for the final will be on a topic or set of questions that I will provide you with. The individual essay will be 10-12 pages long, double-spaced, and 12 font. Please remember that in all essays you should use economic concepts/tools to conduct your analysis and support your conclusions. A compilation of information from popular journals will not be sufficient for the purposes of this class. **You cannot use a research paper you have written for another class.** We will discuss additional details regarding the essays in class. *Exams* are cumulative. They will cover the material covered in class plus all readings including articles provided in class. *You can get help from the Emory Writing Center with your writing.* Exams are cumulative. They will cover the material covered in class plus all readings including articles provided in class. *Grades* will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>Above 92%</td>
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<tr>
<td>A-</td>
<td>92% or less and 90% or above</td>
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<tr>
<td>B+</td>
<td>89%</td>
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<tr>
<td>B</td>
<td>Less than 89% and 83% or above</td>
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<tr>
<td>B-</td>
<td>Less than 83% and 80% or above</td>
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<tr>
<td>C+</td>
<td>79%</td>
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<td>C</td>
<td>Less than 79% and 73% or above</td>
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<td>C-</td>
<td>Less than 73% and 70% or above</td>
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<tr>
<td>D+</td>
<td>69%</td>
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<tr>
<td>D</td>
<td>Less than 69% and 63% or above</td>
</tr>
</tbody>
</table>
Less than 63% and 60% or above  
D-
Less than 60%  
F

If you are taking this class pass/fail, you need to attend all classes, take all the required exams, and obtain a letter grade C to pass the course. The exam schedule is tentative and will be confirmed in class; **you are responsible for finding out when an exam has been scheduled**. No makeup exams will be given for any reason. If you have a valid reason for being absent, such as illness (supported by a medical certificate) you will be permitted to assign a higher weight to exam 2.

**Attendance and Class Participation**

You are required to attend all classes and be in class on time. Regular attendance will enable you to understand the material more easily, as the lectures and class discussions form an important part of this course. Your final grade may be lowered by a letter grade if there are three unexcused absences. You are responsible for all the material covered in the class, and for finding out details regarding the exams and assignments. I encourage you to actively participate in the class; you are welcome to suggest any topics of interest pertinent to the class that you wish to discuss in class and / or share useful insights / experiences relevant to the topic being discussed.

**Office Hours**

I will be available in my office Tuesdays and Thursdays between 7.40am and 8.20 am. I am also available to meet with you after class at White Hall between 9.45am and 10.15 am, so please come and speak with me right after class if you want to meet with me. We can also schedule an appointment if you have class conflicts with my office hours because of your class schedule **Ion Thursday**.

**Reading Assignments and Tentative Schedule**

**Week 1**  
An Introduction to Globalization  
Current challenges facing the global economy  
Multinational Enterprises (MNEs);  
Role of MNCs in economic development  
Business Across Borders… lecture KH: Ch 1; CH: Ch 2, 3.  
Macroeconomic factors

**Week 2**  
continued….; **Submit topic for group project 1 on Thursday**

**Week 3**  
International Trade and MNEs  
Why trade: Gains from Trade and Trade Models. Lecture; KH: Ch 2; Ch 3

**Week 4**  
**Group project 1**: presentation and discussion  
Trade Costs lecture, KH: Ch 4

**Week 5**  
Protectionism in the Global Economy;  Lecture; KH: Ch5;  
Arguments for and against free trade;  
Discussion of protectionist measures; US trade policy; Fair trade

**Week 6**  
continued….; **Exam I October 3, 2014**;

**Week 7**  
Multinationals in the global economy:  KH: Ch 6, Ch 7, Ch8  
What drives MNE formation?  
Dunnings OLI theory;  Market Adaptation ;

**Week 8**  
contin….; **Fall Break**

**Week 9**  
contin. **Submit topic for group project 2 on Thursday**

**Week 10**  
Markets and competitive analysis; entry and exit decisions KH: Ch 9

**Week 11**  
contin; Foreign exchange risks and MNE; lecture. KH ch 10

**Week 12**  
contin;

**Week 13**  
The Global Pharmaceutical Industry: regulation; protection of intellectual property; trade; multinationals in pharma; generics; the global health crisis.

**Week 14**  
contin….; **Exam II Nov 26, 2013**

**Week 15**  
**Group project II**: presentation and discussion

**Week 16**  
contin….Review and integration of ideas developed during the course

**The final paper is due at 8am on December 16, 2013.** I will let you know whether I want an email copy or a hard copy.
The Office for Undergraduate Education (OUE) central office is located in White Hall 300

- Please visit or call 404.727.6069 with questions about academic affairs, concerns or policies.
- All Emory College of Arts and Sciences policies may be found in the College Catalog:
  [http://college.emory.edu/home/academic/catalog/index.html](http://college.emory.edu/home/academic/catalog/index.html)
- For a full list of Religious Holidays can be found here:

**Important Fall 2013 Dates**

- August 28: First day of classes
- September 4: Add/Drop/swap ends 11:59pm
- September 11: Last day to change S/U or Grading option
- October 14-15: Fall Break
- October 18: Last day for withdrawal without penalty (all students)
- November 15: Last day for withdrawal without penalty (1st year, Transfer, Oxford ONLY)
- November 28-29: Thanksgiving Holiday Break
- December 10: Last day of classes
- December 11: Reading Day(s)
- December 12-18: Final Exam Period

**Academic Advising and Class Deans**

If you have any academic concerns or questions about Emory College of Arts and Sciences policies, you should first meet with an OUE academic adviser. If an academic adviser is unavailable to meet with you, you may meet with an OUE dean during open hours.

- OUE Academic Adviser appointments: Visit White Hall 300 or call 404.727.6069
- Deans’ Open Hours: [http://college.emory.edu/home/administration/office/undergraduate/hours.html](http://college.emory.edu/home/administration/office/undergraduate/hours.html)

**Academic Support**

There are a range of resources available to Emory undergraduates designed to enrich each student’s educational experience.

- Visit [http://college.emory.edu/advising](http://college.emory.edu/advising) for a list of support programs and appointment directions

**Access and Disability Resources**

Students with medical/health conditions that might impact academic success should visit Access, Disability Services and Resources (ADSR formerly the Office of Disability Services, ODS) to determine eligibility for appropriate accommodations. Students who receive accommodations must present the Accommodation Letter from ADSR to your professor at the beginning of the semester, or when the letter is received.

**Attendance Policies (Absences and Absences from Examinations)**

- Absences: Although students incur no administrative penalties for a reasonable number of absences from class or laboratory, they should understand that they are responsible for the academic consequences of absence and that instructors may set specific policies about absence for individual courses.
- Absences from Examinations: A student who fails to take any required midterm or final examination at the scheduled time may not make up the examination without written permission from a dean in the Office for Undergraduate Education. Permission will be granted only for illness or other compelling reasons, such as participation in scheduled events off-campus as an official representative of the University. A student who takes any part of a final examination
ordinarily will not be allowed to defer or retake that final. Deferred examinations must be taken during the student’s next semester of residence by the last date for deferred examinations in the academic calendar or within twelve months if the student does not re-enroll in the college. Failure to take a deferred examination by the appropriate deadline will result automatically in the grade IF or IU.

Honor Code
Upon every individual who is a part of Emory University falls the responsibility for maintaining in the life of Emory a standard of unimpeachable honor in all academic work. The Honor Code of Emory College is based on the fundamental assumption that every loyal person of the University not only will conduct his or her own life according to the dictates of the highest honor, but will also refuse to tolerate in others action which would sully the good name of the institution. Academic misconduct is an offense generally defined as any action or inaction which is offensive to the integrity and honesty of the members of the academic community.

- The Honor Code, a list of offenses and the Honor Council process may be found; http://college.emory.edu/home/academic/policy/honor_code.html