

Xavier University
Williams College of Business
Following Xavier's footsteps: International management



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Office Hour: Mon/Wed 2:00-5:00 p.m., other time by appointment.

Class Hours: Saturday 12:45pm - 4:15pm

Recommended Textbooks:

Life of Francis Xavier; Apostle of the Indies by Mary Hall McClean

World 3.0: Global prosperity and how to achieve it by Pankaj Ghemawat

Doing Business in the Latin America by Thomas H. Becker

The India Way: How India's top business leaders are revolutionizing management by Peter Cappelli, Habir Singh, Jitendra Singh, and Michael Useem

A Bull in China by Jim Rogers

Articles from the popular business press distributed in class. In addition, students are expected to be familiar with current international business issues as reported in the Wall Street Journal and Business Week.

COURSE OBJECTIVES

The mission of the Williams College of Business (WCB) appears below:

"We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition."

The primary objective of this course is to understand the world at the time when St. Francis Xavier traveled. Related to that, students are expected to learn the world today, as previous Jesuits did.

St. Francis Xavier was born in Spain, educated in France, traveled Mozambique (Africa), India, China, Sri Lanka, Japan, Indonesia, and died at China in 1552. In this course, we will discuss his itinerary to comprehend an extraordinary global traveler before the era of globalization.

Classroom activities will include presentation and discussion of theories, practices, case analyses, problem-solving activities, video discussions, and guest speaker visits.

GRADING

Your evaluation is based upon the quality of your class attendance, group presentations, project, exams and individual reports. The percentage weight given to each component is:

1. Exams: 50% (25% each, 2 exams)
 2. Final Paper: 40%
 3. Attendance/Participation: 10%
- Total: 100%

1. Exam 1, 2. 50%

The exams will be essay questions.

2. Class Attendance and Participation: Individual. 10%

The course objectives and format are centered on your preparation for and participation in class. Please treat this class as a *workshop* for honing your skills in issues concerning International management. Your class participation should demonstrate: (1) evidence of careful preparation of cases and readings; (2) clarity and conciseness of your recommendations; and (3) strong and convincing analysis to support your recommendations.

Following each class session, the grade for class participation will be awarded as follows:

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|---|---|
| 0 | Partial or complete absence, arriving late on multiple occasions |
| 1 | Attended, but no involvement |
| 2 | Attended and contributed to discussion, reflecting a good understanding of material and evidence of preparation. Here, the quality of your participation matters, not the quantity. |

3. Final Paper: 40%

The final paper is a student's reflection upon a country where St. Francis Xavier visited. It includes 1) country's cultural, economic, political, geographical, demographic, and technological analysis 2) summary of history 3) current business environment.

The report should be double-spaced, and the body **approximately 20 pages**, exclusive of exhibits and references. The border margins should be set at no less than one inch on all sides. The font should be **11 point**.

- SOURCES OF INFORMATION

Information for the project may be obtained from the Xavier Library, Public Library, the Greater Cincinnati Chamber of Commerce World Trade Division, and the U.S. Department of Commerce Regional Office.

World Wide Web sources:

1. <http://www.hoovers.com/features/industry/industries.html>
2. <http://web.lexis-nexis.com/universe>
3. <http://www.yahoo.com/Regional/countries/>
4. <http://www.usitc.gov/>
5. <http://www.wto.org/Welcome.html>
6. <http://www.businessweek.com/>
7. <http://www.ft.com/>
8. <http://www.pathfinder.com/fortune/>
9. <http://www.wsj.com/>

ACADEMIC MISCONDUCT

All forms of cheating will result in an F for the course. In this class cheating includes plagiarism other students (previous or current)). Plagiarism also includes write-ups (partial or full) downloaded from the Internet. The academic policy of Xavier University will be enforced in this class.

DISABILITIES

If you have a documented disability or suspect that you might have a disability you, you need to notify to me at the beginning of the semester. To learn more about your rights, please visit <http://www2.ed.gov/about/offices/list/ocr/transition.html>.

To learn about Xavier University's support and policy for disabled students, visit <http://www.xavier.edu/lac/student-disability-services.cfm>.

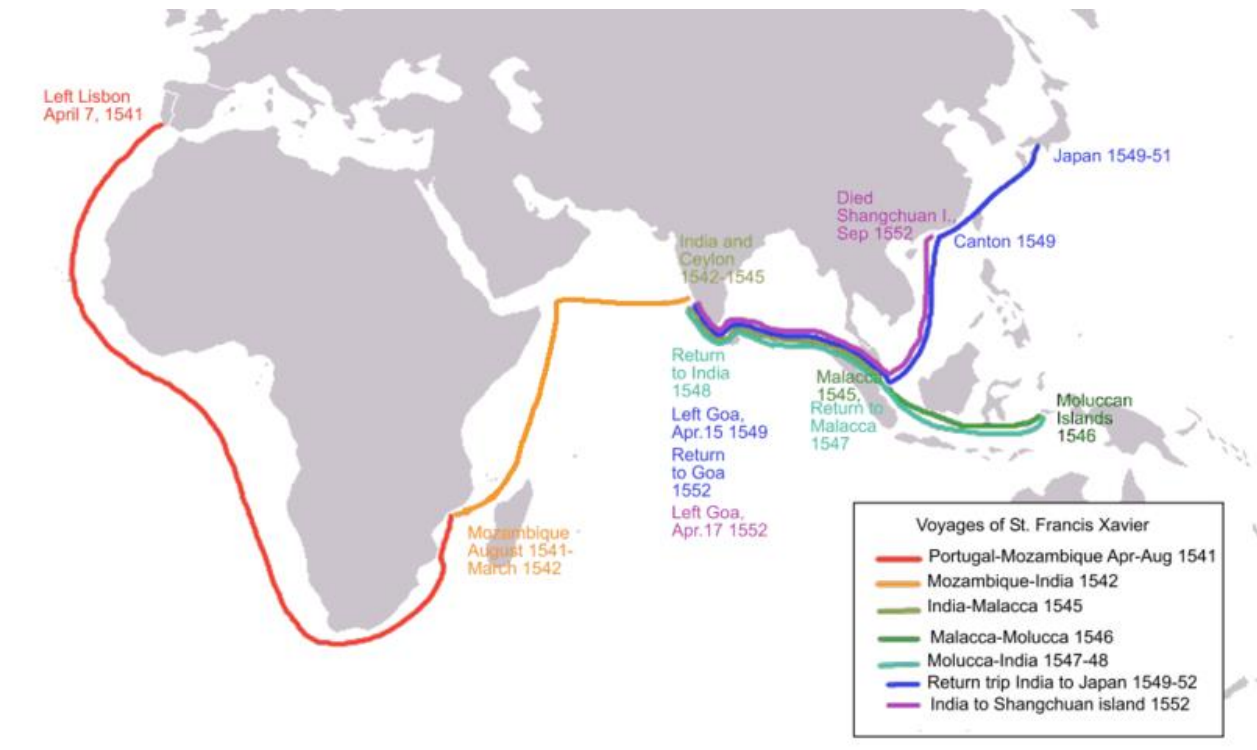
COMMUNICATION

Students are responsible for making sure that the e-mail account that they check regularly is listed on the Blackboard site for this course. **Please check e-mail** and/or the Blackboard site in the semester so you do not miss any additional readings, changes, or announcements.

GRADING SCALES

Calculation of final course grade from test / group presentations / class attendance points.

A	93.4 and above out of 100%
A-	90.0-93.3
B+	86.7-89.9
B	83.4-86.6
B-	80.0-83.3
C+	76.6-79.9
C	73.4-76.6
C-	70.0-73.3
D+	66.7-69.9
D	63.4-66.6
D-	60.0-63.3
F	below 60



Xavier Class schedule*

Date	Topics	Due Date for Assignments
08/14 Sun	Course introduction How to use library resources	In-class assessment (will not be graded)
08/20 Sat	Life of Francis Xavier From birth to death Globalization 1.0, 2.0, and 3.0	
08/27 Sat	Spain, 1506 Spain was a leading country in the world in the 16 th century. They had enough wealth from wide colony, as well as strong military power. Spain literally explored the world along with Portugal. We will go over the history of Spain briefly. The current problem of EURO and PIIGS (Portugal, Italy, Ireland, Greece, and Spain) will be discussed. Regional integration of EU is another important topic in understanding current Spain.	
09/03 Sat	France, 1525 By the time of 1525, the Renaissance was gradually spreading in France. Paris had Universities, where people can meet and share ideas. Ever since then, France is well known for the elite education system. In this session, we will discuss the current economic leadership of France and Germany in Europe. We will also talk about the French elite education system and its implication to business world.	
09/10 Sat	Africa, 1541 In 16 th century, The African was rapidly exploited by European countries. Currently, more than 40% of economy in Africa is conducted informally. Formal	Exam 1: Doing business in

	and Informal institutions are weak in Africa. Yet, Africa provides certain business opportunities in 21st century.	Spain and France
09/17 Sat	India, 1542-1545 India has a long history and relatively recent economic success. After 1991 liberalization, business in India has been flourishing. Indian business has its challenges, for its unemployment is high and infrastructures are outdated. In this session, we will discuss the characteristics of Indian business.	
09/24 Sat	China, 1552 Ming dynasty governed China in 16 th century. The dominant religions in China at that time were Buddhism, Confucianism, and Daoism. Matteo Ricci, the first Jesuit in China, arrived and reported about China. Now, the China is a leading country in terms of economy. China under Hu Jintao (current president) has issue of income inequality, urban-rural conflicts, and social grievance towards rich elites. Still China is one of the most important trading partners of the United States. We will discuss how to do business in China.	Exam 2: Doing business in China and India
10/01 Sat	Indonesia, 1545 The republic of Indonesia, which is full of natural resources, is the world's fourth most populous country. As a country of multiple islands, Indonesia has diverse languages (over 700) and dispersed land. We will discuss the Indonesian economy and its importance in Asia.	
10/08 Sat	Japan, 1549-1551 Nagasaki was the main Japanese portal to the world in 16 th century. Through Nagasaki, new trends from the world transferred to the Japan. Since 1991, Japanese economy is suffering from the asset price bubble. According to Michael Schuman, Japanese corporations became so-called "zombie firms", which are supported by banks. While Japan	Final paper due

	<p>is in the middle of the liquidity trap (Paul Krugman), there are many global corporations in Japan. Toyota, Honda, Sony, Nintendo, the list goes on. We will discuss the role of Japan in global economy.</p> <p>Wrap-up</p>	
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*Subject to revision when needs arise.