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Course Objectives
Students will have a better understanding of emerging topics in the IB field.

Operating Procedures

Class Meetings
Each week will have a topical theme, as summarized in the attached course schedule. We will discuss readings related to the week’s theme on Monday and discuss a written assignment related to the week’s theme.

Class Assignments
Each week, all students will develop a 2 to 5 page research proposal stemming from the week’s reading. In addition two students will present an analytical summary of the week’s readings using a power point presentation. The presentation will include major theories, empirical findings and fallings, paradoxes and frontier issues. At a minimum, remaining students should read the bold faced articles and be prepared to ask intelligent questions, discuss emerging topics as well as present their own research ideas.

Written Questions
Much of the value of this seminar derives from discussing the varying perspectives different students take on any given assignment. As preparation for class discussion, please write one question or issue that you would like to discuss for each week’s assigned readings (this includes chapters from the texts as well as articles from the course packet). You need to write out the question or issue as I will collect them to ensure that we cover the readings from all perspectives.

Written Paper
Students have a choice. They can either write a 15-30 page research proposal stemming from one of the week’s readings or they can write a 30 page integrative literature review concerning one week’s required and selected readings. Written assignments will reinforce each week’s theme. Research proposals must be state of the art and include an introduction, literature review with hypotheses, methods section including variable definitions and measurements (derived from cited
literature) and how data is to be collected, as well as a proper and full bibliography. Integrative literature reviews must be comprehensive and critical in nature pointing out contradictions, paradoxes and emerging issues. These must be done in the form of propositions. For examples of this see AMR.

**Grades**
The grading scheme is as follows. Weekly write-ups count 30%; questions and class participation counts 30%; final paper counts 40%.

**Course Outline**

IBUS 6330
Topics in International Business
COURSE SCHEDULE
FIRST DRAFT – ADDITIONAL READINGS/ASSIGNMENTS TO BE ADDED

**Week 1, August 22: Introduction**
Introduction to the course, expectations and sign ups will be done. Syllabus will be handed out. Sign up sheet for weekly assignments.

**Week 2, August 29: International business as an academic discipline**


**September 5th**
Labor Day, School Holiday

**Week 3, September 12: Culture and international business environment**

**Readings**

**3.1. Theory**


**3.2. Evidence**


**Week 4, September 19: Economic theories of the multinational enterprise**

**Readings**

4.1. Theory


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1 The economies theories of the multinational enterprise represent probably the most developed literature in IB. This list starts with the development in the mid-1970s, which has now become the more dominant view (Casson and Buckley, 1976; Hymer, 1976). Classic theories developed prior to the mid-1970s are incorporated and summarized by the later work of Caves (1996) and Dunning (1988, 1993). The original sources of some of these classic theories include:


Evidence


**Week 5, September 26: Organizational theories of the multinational enterprise**

**Readings**
5.1. Theory


5.2. Evidence


**Week 6, October 3: Political theories of the multinational enterprise**

**Readings**

6.1. Theory


6.2. Evidence


**Week 7, October 10: Global strategies**

**Readings**

7.1. Theory


7.2. Evidence


**Week 8, October 17: Entry modes**

**Readings**

8.1. Theory


8.2. Evidence


**Week 9, October 24: Strategic alliances and networks**

**Readings**

9.1. Theory


9.2. Evidence


**Week 10, October 31: Export strategies**

**Readings**

10.1. Theory


10.2. Evidence


**Week 11, November 7: International entrepreneurship**

**Readings**

**11.1. Theory**


11.2. Evidence


**Week 12, October 14: International business in emerging economies and from developing countries**

**Readings**

12.1. Theory: Overall


12.2. Evidence: Overall


12.3. Theory and Evidence: Asia (excluding China)


12.4. Theory and Evidence: China


**12.5. Theory and Evidence: Central and Eastern Europe**


12.6. Theory and Evidence: Latin America


**Week 13, November 14: Emerging Topics in IB**

**Paper assignments due**

**Recommended Readings**

“What is international marketing?” Handout.


