

HISTORY OF INTERNATIONAL BUSINESS AND FINANCE: 1850 TO PRESENT

Economics 229
Fall 2017
Class Hours: Tu/Th: 10:45 am – 12:00 pm.
Class Room: PH 154

Professor Joan Nix
Office: PH 306A
Office Hours: Tu/Th: 3-4:00 PM.
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Syllabus and Reading List

Course Description: This course will study the evolution of typical international business and financial structures and their performance through readings and lectures on international enterprise and national economic histories from the first era of globalization to the present. The business of export-import, financing trade and international investment, and multinational enterprise will be covered. Other topics will include the evolution of international monetary systems, trade regulation, and the size of the international economy.

Required:

Harvard Business Cases: Available for purchase:
<http://cb.hbsp.harvard.edu/cbmp/access/64951905>

The Great Convergence: Information Technology and the New Globalization by Richard Baldwin.

Available from many booksellers including Amazon and in different formats.

Course Requirements:

Your grade in the course is based on the following components.

- Midterm 30%.
- Final Exam 30%
- Participation measured by answers to iclicker questions, as well as, team assignments both in class and as homework 20%.
- Team paper and presentation 20%.

Accommodations for individuals with disabilities. Accommodations based on disability will be granted to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Students who wish to seek such an accommodation must be registered with the college's office of disability services.

Study Groups: Participation in study groups is mandatory. There should be no more than four students to a group.

General Comments: Various teaching methods will be employed to communicate the course content. Please recognize that the primary method employed is student centered exercises. Your commitment to serious class work is considered part of the classroom contract you have agreed to by registering for this course.

Time Demands: There are 168 hours in a week. You will spend 3 hours a week in class. Most of the work for this course takes place outside the classroom. The assignments should assist you in structuring your study time. Expect to spend three to four hours a week on class material. Studies of college students have shown steady and consistent attention to course material is more effective for learning than spending large amounts of time on the material right before exams.

Web Page for Class via Blackboard.com:

The webpage for the class is available through blackboard. Access to blackboard is done through the CUNY portal. You must get a portal ID. You may obtain a portal ID, by clicking on "login" in the CUNY portal page, www.cuny.edu. This should be done immediately. After you log in to the portal, there is a link to blackboard.

**Week 1: Aug. 29th and Aug. 31:
Introduction and Overview, and Singer Sewing Machine Case.**

**Week 2: Sept. 5 and Sept. 7th:
The Electric Telegraph Case**

**Week 3: Sept. 12th and Sept. 14th:
Ivar Kreuger and Swedish Match Company Case**

**Week 4: Sept. 19th (note: no class Thursday, Sept. 21st):
Hans Wolsdorf and Rolex Case**

**Week 5: Sept 26th and Sept. 28:
Federal Reserve Banking Crisis of 1931.
Finish Baldwin, Part I.**

**Week 6: Oct. 3th and Oct. 6th :
Deutsche Case**

**Week 7: Oct. 10th and Oct. 12th:
Watson, IBM Case and Forecasting the Great Depression Case.**

**Week 8: Oct. 17th and Oct. 19th:
Brazil Case
Finish Baldwin, Part 11.**

**Week 9: Oct. 24th and Oct. 26th:
Bollywood Case**

**Week 10: Oct. 31st and November 2nd:
Catch-up, Review and
MIDTERM, THURSDAY, NOVEMBER 2ND.**

**Week 11: Nov. 7th and Nov. 9th:
South Africa's Case. Finish Baldwin, Part IV.**

**Week 12: Nov. 14th and Nov. 16th:
Cisco/China Case. Finish Baldwin, Part III.
Finish Turner Part IV.
Team Paper Proposals Due**

**Week 13: Nov. 21st and Nov. 23rd:
No classes, Nov. 21st follows Friday schedule, Nov. 23rd is
Thanksgiving.**

**Week 14: Nov. 28th and Nov. 30th:
Mitsubishi Case and Greek Shipping Company Case.
Finish Balwin, Part V.**

**Week 15: Dec. 5th and Dec. 7th:
Bear Stearns Case, Marc Rich and Commodity Trading Case,
Team Presentations of Team Papers and Papers Due.
The course's website will provide information
regarding the paper requirements. The paper is a
team paper.**

**Week 16: Dec. 12th
Last Class: Wrap-Up, Review, and Finish Presentations.**

**FINAL EXAM: TUESDAY, DECEMBER 19TH
11:00-1:00 PM IN PH 154.**