TEXAS A&M UNIVERSITY  
MGMT667/IBUS667/BUSH629: MULTINATIONAL ENTERPRISES  

SPRING 2008 COURSE OUTLINE AND SYLLABUS (ALL READINGS)

<table>
<thead>
<tr>
<th>Instructor: Lorraine Eden, Professor of Management</th>
<th>Class Time: Wednesdays 1:20-3:50 p.m.</th>
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<tbody>
<tr>
<td>Office: 415D Wehner, MS 4221</td>
<td>Classroom: 490 Wehner</td>
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<tr>
<td>Phone: 979-862-4053 (office)</td>
<td>Email: <a href="mailto:leden@tamu.edu">leden@tamu.edu</a></td>
</tr>
<tr>
<td>Office Hours: Tuesdays 2:00-5:00 pm (for all students) and Wednesdays 4:10-5:30 pm (primarily for non-Wehner students). Other times by appointment (email <a href="mailto:leden@tamu.edu">leden@tamu.edu</a>).</td>
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<tr>
<td>Prof. Eden’s Web Page: <a href="http://www.voxprof.com">http://www.voxprof.com</a></td>
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<tr>
<td>Webportal: <a href="https://maysportal.tamu.edu/login/index.php">https://maysportal.tamu.edu/login/index.php</a> (#1528)</td>
<td>Password:</td>
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COURSE OUTLINE

This graduate seminar provides a broad survey of multinational enterprises and foreign direct investment. The course draws from a variety of disciplines including business, economics, management, political economy and public policy.

COURSE OBJECTIVES AND LEARNING OUTCOMES

The objective of this course is to provide graduate students with an overview of the scholarly literature on multinational enterprises (MNEs), including both classic and current materials. The intention is to go broad rather than deep; that is, to provide a broad survey of the field rather than a deep discussion of a few selected topics. By the end of the course, students should have (1) an overall knowledge of the field; (2) a practical “tool bag” of constructs and approaches (e.g., transaction cost economics, OLI paradigm, global-local matrix, economic welfare analysis, options theory, political risk analysis, MNE-state bargaining theory) for understanding MNE strategies, effects and interactions with other organizations; and (3) a road map to guide their further studies.

WHO SHOULD TAKE THIS COURSE

This course is designed for graduate students at Texas A&M University who are interested in studying multinational enterprises (for example, why they exist and are successful organizations, their patterns of expansion and growth, alliances and networks, MNE-subsidiary relations) and their relations with other actors in the global economy (for example, governments, international organizations and non-governmental organizations). The course should be particularly attractive to four groups: (1) PhD students in the Mays Business School, (2) MBA students, (3) Masters in International Affairs (MPIA) students in the International Economics and Development track in the Bush School, and (4) Masters in Economics students. The course is open to other graduate students as room permits.

PREREQUISITES

Students must be registered as a graduate student at Texas A&M University, and should have some background in economics (especially microeconomics) since most reading materials assume a basic knowledge of economic theory. Some knowledge of strategic management is helpful, but not necessary.
METHOD OF INSTRUCTION

We will make extensive use of the class webportal: https://maysportal.tamu.edu. The webportal is password protected; you must email me at leden@tamu.edu for password access. Please write the password on the top page of your Syllabus. The portal will be the primary method by which I contact you, and I request you do the same for reaching me. For example, all required readings will be available from the portal; students will use the portal for posting their assignments; and an FAQ page will be used for answering student questions related to the course.

FYI, I find Firefox (http://www.firefox.com) is often a much faster web browser for use with the Mays Portal than is either Netscape or Internet Explorer.

There is no required textbook for this course. The syllabus includes both required and additional recommended readings. The required readings will be downloadable from the password-protected course webportal. Students are responsible for their own printing costs. All the readings listed as “required” for each week must be read prior to the class. Please read the articles in chronological order (oldest first). I recommend reading the articles once through relatively quickly, and then going back and reading them more slowly, underlining critical parts and noting questions/comments in the margin of the text.

The “additional recommended” readings are designed for PhD students who intend to take International Business as a major or minor field on their PhD comprehensive exams. The readings are also a useful starting place for student term paper topics. These readings will not be discussed in class and are not posted on the course webportal.

You will note that several of the readings are marked “JIBS Decade Award”. Each year, the Journal of International Business Studies selects one article as the best article published 10 years previously in the journal. We are reading almost all of these Decade Award winners. In addition, on the JIBS website (http://www.jibs.net) you can find a list of the Top 20 Most Highly Cited JIBS articles; we are reading almost all of these articles also.

We will also have a class account on WRDS (Wharton Data Research Services). Information on accessing the class account will be provided to you. This account will be used for the MNE Executive Interview assignment. You may also use it for other school-related assignments; however, WRDS access cannot be used for consulting or other non-school related activities. Please do not share your account information with anyone else as access to WRDS is strictly limited. Your WRDS access will expire on May 16, 2008.

The WRDS website portal is http://wrds.wharton.upenn.edu.

Login: __________________ Password: ____________________

Students are expected to come to class fully prepared to participate in class discussions. Each class will have a short introductory lecture by the instructor, presenting an overview of the historical development of each topic. This introduction will be followed by class discussions designed to critically evaluate the readings; these discussions build on the weekly Discussion Questions prepared by the students. When case studies are included in the reading materials, class time will be set aside for small-group and class discussions and presentations of these cases. The instructor will moderate these discussions.
HOW TO PREPARE FOR CLASS

1. How to Handle the Readings. Each week typically includes about 100-120 pages of readings. I recommend that you prepare each week’s readings as follows.
   - Download the readings from the web portal and print one copy for your personal use.
   - All readings are listed in the order in which I recommend they be read. For most but not all weeks, this is chronological order (oldest first).
   - Quickly read through the week’s readings -- at one sitting -- to get an overview of the topic.
   - Next, read each article slowly, one or two articles each day, where you underline key sections, and write brief notes in the margins, of the printed copy. (For example, carry an article around with you in your backpack and, when you have a few minutes, read it.)
   - The night before class, read quickly through the complete set of readings again.
   - Bring the printed copies with you to class. (Laptops are not permissible in class as I find them too distracting.)

2. How to Analyze an Article. When you read an article or book chapter, look for and think about the following items. I recommend you flag/highlight these in the text of the article and jot notes about them in the paper’s margins.
   - MOTIVATION: The key issue that motivated the paper (why the author(s) wrote the paper)
   - RQ: the research question or questions being addressed
   - APPROACH: the theoretical approach or approaches lying behind the paper
   - ARGUMENT: the core argument(s)
   - HYPOTHESES: the hypotheses or propositions (if any)
   - METHODS: types of empirical methods used (if any), e.g., case studies, regression analysis.
   - RESULTS: the paper’s conclusions.

3. How to Evaluate What You Read. Once you have read and digested an article, then you are ready to critique it. Ask yourself the following questions about each reading:
   - LIKE: What did you like/dislike about the paper and why?
   - AGREE: Did you agree/disagree with the paper’s argument and conclusions?
   - FIT: How does the paper fit into the literature we have read already?
   - FIX: How could the paper have been improved or extended?
   - IMPLICATIONS: What are the paper’s public policy and managerial implications?
   - TAKEAWAY: What did you “takeaway” from the paper (that is, what will stick with you? If you think about the paper six months from now, what will you remember)?

GRADING POLICIES

<table>
<thead>
<tr>
<th>Grade Component</th>
<th>Due Date</th>
<th>PhD Students *</th>
<th>Masters Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>starts Jan 23</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Midterm Test</td>
<td>March 19</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Term Paper (PhD students only)</td>
<td>April 23</td>
<td>20</td>
<td>------</td>
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<tr>
<td>MNE Interview Project</td>
<td>April 28</td>
<td>35</td>
<td>35</td>
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<tr>
<td>Part A – Project Report</td>
<td></td>
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<tr>
<td>MNE Interview Project</td>
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<tr>
<td>Part B - Final Examination</td>
<td>May 6</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Total Points</td>
<td>120 (scaled back to 100)</td>
<td>100</td>
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* Please note that the PhD points total 120, which will be scaled back to 100 points for the purpose of calculating the final course grade.

1. **Class Participation (20 Points - evaluated each class starting week 2, Jan 23, 2008)** *

Good class participation includes:
- Weekly class attendance. Students are expected to attend and participate in the whole class, for example, absence for half the class will count as non-attendance for that half.
- Regular, active oral participation in class discussions where quality is more important than quantity. Please note that students who monopolize class time with remarks not related to the weekly reading materials will receive oral participation grades equivalent to students with zero participation. “Hot air” will not be rewarded in this class!
- Evidence in class discussions of having read and understood the required readings.
- Demonstration in class discussions, and over the course of the semester, of an ability to synthesize the week's material and to link material from different weeks.

2. **Midterm Test (40 Points- March 17, 2008)**

We will have a midterm test on March 19 (the week after March Break), during the regular class period. The test will cover the materials from weeks 1 through 8. The test will consist of several questions, with some choice available, and will be closed-book format (exception: the class reading list will be available during the test).

3. **MNE Executive Interview Project (40 Points)**

This project is in two parts: (1) the project itself (35 Points - due date April 28, 2008) and the final examination report (5 Points - due date May 6, 2008).

3.A. **Part A - The Project (due date April 28, 2008)**

Selecting the MNE Executive

- Each student will find, contact and interview a senior executive in a multinational enterprise, at some point during the semester. I recommend that you select a firm where you might like to work after graduation, the leading firm in an industry where you would like to work, or an industry/firm you would like to know more about. To identify the executive, use your class account on WRDS (Wharton Data Research Services), check “Leadership Library on the Internet” (available through the TAMU Library’s electronic resources), ask for assistance from one of the librarians in the West Campus or Policy Sciences and Economics Libraries, or search on the Internet using, for example, Hoover’s, the Wall Street Journal or Fortune.

- There is one general restriction on the choice of firm and individual. Neither the firm nor the individual can have been interviewed by a student in the 2006 or 2007 Multinational Enterprises classes. The interviewee must be different and the MNE must be different from previous students’ choices. There is no exception to this rule. I will, however, post the 2006 and 2007 executive interviews on the course webportal in case you would like to read some of the earlier papers. A list of all the firms and individuals will also be available on the webportal.

- The MNE senior executive must have been with the company for at least one year, have significant
experience with international business, and be willing to be interviewed. Executives who have recently
retired may also be interviewed.

- When you contact the executive, provide him or her with a copy of this assignment and ask if s/he can
and is willing to answer the questions below. If s/he cannot or is not willing to do so, please find someone
else. You may interview a relative or friend if s/he meets the qualifications outlined above.

- Students having difficulty finding an MNE executive should speak to the course instructor before the
end of February. (Note, however, that if I have to find your executive for you, I will dock 5% of the
maximum grade from your assignment as a finder’s fee).

**The Interview**

- Students should prepare for the interview by learning about the firm and the industry, using electronic
resources from our class account on WRDS (Wharton Data Research Services) and the TAMU library’s
electronic and print resources.

- The interview should focus on the following five topics:

  1. **General information about the firm** (size, age, nationality, types of international business
     activities performed by the firm).

  2. **General information about the executive** (education, experience, job characteristics, international
     business experience and responsibilities, longevity with the firm and in this position).

  3. **An international business decision** from one or more of the five kindergarten questions (why,
     how, where, when, with whom (e.g., mode of entry choice, foreign location choice, new product
     introduction), and how the firm/individual made this decision. Link this to our course materials.

  4. **An international business problem or crisis** (e.g., cross-cultural differences, foreign exchange rate
     shock, national differences in tax rates, intellectual property rights problems) and how the firm/individual
     handled this problem/crisis. Link this to our course materials.

  5. **An ethical dilemma** involving international business and how the firm/individual handed this
     ethical issue. Link this to our course materials.

- The interview should take from one to three hours. It may be conducted in person or on the telephone.
If you need to do the interview over long distance, please make arrangements with me to use the phone in
my office for your interview (so you will not be charged for the call).

- You may find you need to interview the individual more than once, with the follow-up interview
addressing points that you found unclear, collecting missing information, etc. The second interview might
also be by a different method (e.g. phone call for the first round, follow-up by email).

**Paper Content**

- Each student will write a typed, double-spaced term paper, approximately 15 pages in length, on the
interview. Tables, charts and references do not count in the page limit, and should be attached to the end
of your paper.
The paper should follow the topics listed above, plus an Introduction, Discussion, Conclusion, Bibliography, and tables and charts (if included), as follows:

- **Introduction**
- **The Firm**
- **The Executive**
- **The Issues**
  - International Business Decision (Why/Where/How/With Whom/When)
  - International Business Crisis
  - Ethical Dilemma
- **Discussion and Conclusion**
- **Bibliography**
- **Tables and Charts**

In the **Introduction**, state briefly who was interviewed, what firm they work at, how the interview was conducted and when, and if there were any follow-up steps. For example, “I interviewed ……. who works at………. The interview took place over two hours on the telephone on March xxxxx, 2008, and twice by email afterwards.” In the **Firm** section, provide a short description of the MNE. The **Executive** section provides information about the person you interviewed.

The **Issues** section of the paper is the most critical part of the paper. A key criterion in my evaluation will be your ability to relate your case to the materials covered in class over the semester. I am interested in seeing what you learned during the course, and how it informs your analysis of real-world issues and problems faced by multinational enterprises and their executives. So your ability to summarize the interviewee’s responses to these three issues, and then to evaluate the issues and responses in the context of the materials we have covered in class, will be the single most important component of your grade on this paper.

In the **Discussion and Conclusion** section, briefly explain why you picked this individual/firm and summarize the ways this case study is a good example of the issues we have discussed in class this semester.

In the **Bibliography**, list all the sources you used to gather this information (paper, internet, interviews, etc) and any course readings that you referenced in your paper. Separate your bibliography into “Sources” and “Scholarly References”. I will be looking to see what articles from class you have been able to integrate into your paper, as another method of evaluating your paper.

**Paper Submission**

- As a courtesy, please provide a copy of your paper to the interviewee. The interviewee may want to check the facts in the paper before you hand it in. There may also be confidentiality issues that require the interviewee to approve the paper.

- You may want to include this paper as part of your Writing Portfolio, which you could make available to potential employers. Therefore, it is important that the report be free of grammatical and spelling errors, and that you have the permission of your interviewee to include the report in your portfolio.

- Save your term paper as a PDF file and load it onto the course webportal in the “MNE Executive Interviews Forum” on or before **Monday, April 28, 2008**. One printed copy must also be provided to the instructor no later than this date.
Grading

- Grading for this assignment is based on an evaluation of the quality of your term paper. A key criterion in my evaluation will be your ability to relate this assignment to the materials we have covered in class over the semester. I am interested in seeing what you learned during the course, and how it informs your analysis of real-world issues and problems faced by multinational enterprises and their executives.

- Late assignments (either not handed in and/or not posted on the web portal on the due date) will be penalized one-half point per day late (e.g., from 8/10 to 7.5/10, using a 10-point scale).

3.B. Part A – The Final Exam (5 Points - May 6, 2008)

The Mays Business School requires all graduate courses to have a final examination held on the University assigned examination date/time. For our class, this is Tuesday May 6, 3:30-5:30 pm. The exam will be in our regular classroom (WCBA 490).

The final examination will consist of presentations/discussions of your MNE executive interview projects. Prepare a one-page handout summarizing your project, and bring sufficient copies for everyone with you to the final exam. Your final exam grade will be based primarily on your handout together with your oral presentation and participation in the group discussion.

4. Term Paper (for PhD students only – 20 Points - due date: April 23, 2008)

Because this course is open to both Masters and PhD students, to ensure that this course counts as PhD-level credit, all PhD students must also complete a term paper.

The topic must build from one of the weeks’ readings for the course, and will be evaluated in terms of both quality of the paper and fit with (and use of) the course materials.

The end goal for this project should be presentation of a paper at the annual meetings of a professional association, for example, the Academy of International Business meetings (national or a regional meeting) or at the international division of the student’s major discipline (e.g., the International Management division of the Academy of Management). The course term paper should be seen as the first stage in this process.

The paper must have a clear research question, literature review and theory development sections. Empirical testing is not expected, given the short time frame for this paper. Most likely, the paper will be primarily a literature review with some beginnings of theory development. A case study is also acceptable, if well designed.

The term paper must be new (i.e., the paper cannot be a project that the student already has underway) and cannot be double counted (i.e., be submitted and receive credit from two different courses).

The paper should be 20-30 pages in length, typed, double-spaced, with a bibliography that includes only the readings actually used in the paper. Any tables or charts should be placed at the end of the paper. The format style should follow that required by the professional association for which the paper is intended.

Term Paper Timetable:
Before the end of February, each PhD student must meet with the instructor to discuss possible term paper topics and conferences where the paper could be presented (or journals where the paper could be submitted).

A two-page outline of the term paper topic must be submitted to the instructor on or before the end of March. The outline should include the research question, overview of the paper and a few key references. The title page should list the intended conference or journal for the final paper.

The term paper must be submitted to the instructor on or before the last class, both as an e-mail attachment and in printed form. The due date is April 23, 2008.

Late papers will lose one-half percentage point for each day late (e.g., if the paper is one day late, the maximum grade drops from 8/10 to 7.5/10 using a 10-point scale). This policy applies regardless of the reason for late submission of the term paper.

WRITING STYLE

Note that all written work will be graded, not only for content, but also for grammar, writing style, organization and presentation of material. The mark for poorly written work with frequent misspellings and grammatical errors will be reduced by one complete grade (from B+ to B, for example). Please follow the Bush School’s Style Sheet when preparing written assignments.

It is strongly recommended that the student use the Spell Check and Grammatical programs in your word processing package to ensure that your papers (that is, the weekly Idea Sheets and term paper, if a PhD student) are free of stylistic problems. Students who need extra help should consider purchasing an editing software program such as Stylewriter (http://www.stylewriter-usa.com).

Students should also ask Mrs. Sally Wade, the Bush School’s writing counselor, to assist with preparing assignments. This is particularly true for the Interview Project.

THE AGGIE CODE OF HONOR AND SCHOLASTIC DISHONESTY

Aggie Code of Honor

For many years, Aggies have followed a Code of Honor, which is stated in this very simple verse: "Aggies do not lie, cheat, or steal, nor tolerate those who do." Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor System. For additional information please visit: www.tamu.edu/aggiehonor/

On course work, assignments, and examinations at Texas A&M University, you will be asked to sign the following Honor Pledge: “On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work.”

Commission of any of the following acts shall be considered as a violation of the Aggie Code of Honor and evidence of scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty:

- Acquiring Information: Acquiring answers for any assigned work or examination from any unauthorized source. Working with another person or persons on any assignment or examination, when
not specifically permitted by the instructor. Observing the work of other students during any examination.

- **Providing Information:** Providing answers for any assigned work or examination when not specifically authorized to do so. Informing any person or persons of the contents of any examination before the time the examination is given.

- **Plagiarism:** Failing to credit sources used in a work product in an attempt to pass off the work as one's own. Attempting to receive credit for work performed by another, including papers obtained in whole or in part from individuals or other sources. You are committing plagiarism if you copy the work of another person and turn it in as your own, even if you have the permission of the person. Plagiarism is one of the worst academic sins, for the plagiarist destroys the trust among colleagues without which research cannot be safely communicated.

- **Conspiracy:** Agreeing with one or more persons to commit any act of scholastic dishonesty.

- **Fabrication of Information:** The falsification of the results obtained from a research or laboratory experiment. The written or oral presentation of results of research or laboratory experiments without the research or laboratory experiment having been performed.

- **Violation of Departmental or College Rules:** Violation of any announced departmental or college rule relating to academic matters, including but not limited to abuse or misuse of computer access or information.

**College/Departmental Requirements**

- The Bush School requires that all written work for Bush School courses now be turned in to [http://www.turnitin.com](http://www.turnitin.com) to be checked for plagiarism. More information is available from the Bush School.

- The Bush School now requires that all suspected violations of the Aggie Honor Code must be submitted to the University Honor Council, and penalties are determined by the Council, not the instructor. See [http://www.tamu.edu/aggiehonor/know.html](http://www.tamu.edu/aggiehonor/know.html).

- On course work, assignments, and examinations at Texas A&M University, you will be asked to sign the following Honor Pledge: “On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work.”

- You must complete assignments and exams alone unless they are explicitly listed as team projects. You may use only the materials we specify to help you complete your work. If, due to a disability or extraordinary circumstances, you need special accommodations or help in completing course requirements, you must see the instructor BEFORE the exam or assignment due date. See Academic Rules, Section 20, at [http://student-rules.tamu.edu/rule20.htm](http://student-rules.tamu.edu/rule20.htm) for more details.

- It is also not acceptable to submit as your own work a paper (or part of a paper) that was completed for another course since this would in effect be 'double counting' (i.e., receiving credit twice for the same piece of work). This activity is called complementarity. If you wish to incorporate research you completed for another course into a paper for this course, the paper must be fully cited and the instructor's permission requested in advance. If complementarity occurs in this course, the piece of work will receive a zero grade.
Library Requirements

See also the TAMU Library’s policy and video on this posted at:
http://libraryasp.tamu.edu/bi/Tutorials/TutorialsFF.htm?mov=AcedIntegStudent.swf

IMPORTANT UNIVERSITY DATES – SPRING 2008
(See updates at http://www.tamu.edu/admissions/records/academic_calendar.html)

- January 11 Friday. 5 p.m. Last day to register for spring semester classes and pay fees.
- January 14 Monday. First day of spring semester classes.
- January 18 Friday. 5 p.m. Last day for adding/dropping courses for the spring semester.
- January 21 Monday. Martin Luther King, Jr. Day. Faculty and Staff holiday.
- January 25 Friday. 5 p.m. Last day to apply for all degrees to be awarded in May.
- March 10-14 Monday-Friday. Spring break.
- March 13-14 Thursday-Friday. Faculty and Staff holiday.
- March 21 Friday. Reading day, no classes.
- April 1 Tuesday. Last day for all students to drop courses with no penalty (Q-drop).
- April 21 Monday. Muster. Campus ceremony.
- April 28 Monday. Prep day, classes meet. No regular course exams (except for laboratory and one-hour classes) shall be given on these days.
- April 29 Tuesday. Last day of spring semester classes. Redefined day, students attend their Friday classes. Prep day, classes meet. No regular course exams shall be given.
- April 30-May 1 Wednesday-Thursday. Reading days, no classes.
- May 2, 5-7 Friday, Monday-Wednesday. Spring semester final examinations for all students.
- May 9-10 Friday-Saturday. Commencement, Commissioning, and Final Review.
- May 12 Monday. Final grades for all students due in Office of the Registrar.

COPYRIGHT ISSUES

All handouts in this course are copyrighted, including all materials posted on the website for this course. “Handouts” refers to all materials generated for this class, which include but are not limited to the syllabus, class notes, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. You have the right to download materials from the course website for your own use during this class; however, because these materials are copyrighted, you do not have the right to copy the handouts for other purposes unless the instructor expressly grants permission. See the University’s policy and video on this posted at:
http://libraryasp.tamu.edu/bi/Tutorials/TutorialsFF.htm?mov=AcedIntegStudent.swf

ADA POLICY STATEMENT

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation and have not yet registered with the Department of Student Life, Service for Students
with Disabilities, please contact them immediately. Their office is Room 126 Koldus Building; telephone number is 845-1637. Please inform me also as soon as possible in the semester. I am not qualified to assess disabilities, and so will not be able to help you in establishing a need for accommodation. No adjustments will be made to grades based on disability.

SYLLABUS AND SCHEDULE CHANGES

The course syllabus and/or timetable may be amended or changed as the semester progresses at the instructor’s discretion. It is the student’s responsibility to stay informed about class schedules and policies. The information you need is in this Syllabus. In addition, announcements will be made regularly in class and posted on the web portal. If you are unclear about any policies or other information with respect to the course, please ask or email me at leden@tamu.edu for more information.

BUSH629/MGMT667/IBUS 667 COURSE TIMETABLE SPRING 2008

<table>
<thead>
<tr>
<th>Date</th>
<th>No</th>
<th>Topic</th>
</tr>
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<tbody>
<tr>
<td>Jan 16</td>
<td>1</td>
<td>Are We Global Yet? The International Business Environment</td>
</tr>
<tr>
<td>Jan 23</td>
<td>2</td>
<td>Multinational Enterprises – the Kindergarten Questions</td>
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<tr>
<td>Jan 30</td>
<td>3</td>
<td>Why the MNE? The MNE as an Organization</td>
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<tr>
<td>Feb  6</td>
<td>4</td>
<td>How? The Mode of Entry Decision</td>
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<td>Feb 13</td>
<td>5</td>
<td>With Whom? International Strategic Alliances</td>
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<td>Feb 20</td>
<td>6</td>
<td>Where? The Location Decision</td>
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<td>Feb 27</td>
<td>7</td>
<td>When? Internationalization and the Timing of FDI</td>
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<tr>
<td>Mar  5</td>
<td>8</td>
<td>Multinationals from Emerging Economies</td>
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<tr>
<td>Mar 12</td>
<td>x</td>
<td>March Break Week – no class</td>
</tr>
<tr>
<td>Mar 19</td>
<td>9</td>
<td>Midterm Test on Weeks 1-8</td>
</tr>
<tr>
<td>Mar 26</td>
<td>10</td>
<td>The Scorecard: Impacts of MNEs on Host and Home Countries</td>
</tr>
<tr>
<td>Apr  2</td>
<td>11</td>
<td>MNE-State Relations*</td>
</tr>
<tr>
<td>Apr  9</td>
<td>12</td>
<td>Politics and the MNE</td>
</tr>
<tr>
<td>Apr 16</td>
<td>13</td>
<td>MNEs, Taxes and Transfer Pricing Regulation</td>
</tr>
<tr>
<td>Apr 23</td>
<td>14</td>
<td>MNEs, Corruption and Corporate Social Responsibility</td>
</tr>
<tr>
<td></td>
<td></td>
<td>* Last class – student evaluations - Term Paper due (PhD students only)</td>
</tr>
<tr>
<td>Apr 28</td>
<td>Mon</td>
<td>Last day for posting MNE Executive Interviews on the course webportal (with submission of one paper copy to the instructor)</td>
</tr>
<tr>
<td>May  6</td>
<td>Tues</td>
<td>Final Examination 3:30-5:30 pm in 490 Wehner</td>
</tr>
</tbody>
</table>

* Texas A&M International University is hosting its 13th annual conference on “Western Hemispheric Trade: Facing New Global Challenges”, in Laredo, Texas, April 2-4, 2008. The conference starts with an all-day Doctoral Consortium in International Business on April 2nd. Any PhD student who would like to attend this consortium, or present a paper at the conference, should speak to me ASAP.
REQUIRED READING LIST

The reading list will likely be updated as we move through the semester. All readings are posted on the course webportal. Students may download and print one copy for their personal use. Please read the University’s Fair Use Guidelines and see the video posted at: http://libraryasp.tamu.edu/bi/Tutorials/TutorialsFF.htm?mov=AcedIntegStudent.swf

CLASS #1 ─ JANUARY 16, 2008
ARE WE GLOBAL YET? THE INTERNATIONAL BUSINESS ENVIRONMENT


Additional Recommended Readings for PhD Students


CLASS #2 — JANUARY 23, 2008
MULTINATIONALS – THE KINDERGARTEN QUESTIONS


**Additional Recommended Readings for PhD Students**


CLASS #3 — JANUARY 30, 2008
WHY THE MNE? THE MULTINATIONAL AS AN ORGANIZATION


Additional Recommended Readings for PhD Students


CLASS #4 — FEBRUARY 6, 2008
HOW: THE MODE OF ENTRY DECISION


Additional Recommended Readings for PhD Students


Eden, Lorraine and Stewart Miller. 2004. Distance Matters: Liability of foreignness, institutional distance


CLASS #5 — FEBRUARY 13, 2008
WITH WHOM? INTERNATIONAL STRATEGIC ALLIANCES


Additional Recommended Readings for PhD Students


CLASS #6 — FEBRUARY 20, 2008
WHERE? THE LOCATION DECISION


Additional Recommended Readings for PhD Students


CLASS #7 — FEBRUARY 27, 2008
WHEN? INTERNATIONALIZATION AND THE TIMING OF FDI


Additional Recommended Readings for PhD Students


*Additional Recommended Readings for PhD Students*


Filatotchev, Igor, Roger Strange, Jenifer Piesse and Yung-Chih Lien. 2007. FDI by firms from newly


CLASS #9 — MARCH 19, 2008
MIDTERM TEST

*Note: There is no class on March 12 (Break Week).*

Midterm Test covering the materials in weeks 1 through 8.
CLASS #10 ─ MARCH 26, 2008  
THE SCORECARD: IMPACTS OF MNES ON HOST AND HOME COUNTRIES


Additional Recommended Readings for PhD Students


Chung, Wilbur. 2001. Identifying technology transfer in foreign direct investment: Influence of industry


*Additional Recommended Readings for PhD Students*


CLASS #12 — APRIL 9, 2008
POLITICS AND THE MULTINATIONAL ENTERPRISE

**Government Regulation of MNEs and FDI**


**MNE Political Strategies**


**Additional Recommended Readings for PhD Students**


Pincus, Laura and James Belohlav. 1996. Legal issues in multinational business strategy: To play the game, you have to know the rules. *Academy of Management Executive* 10.3: 61.


Additional Recommended Readings for PhD Students


CLASS #14 -- APRIL 23, 2008
MNES, CORRUPTION AND CORPORATE SOCIAL RESPONSIBILITY

Corruption Readings


Corporate Social Responsibility (CSR) Readings


Additional Recommended Readings for PhD Students


