

# **WSE 453/553 Global Trade in Renewable Materials**

**Course credits** – 3 hours

**Unenforced Prerequisites** – EC 201 and EC 202 or Instructor consent. Many topics in this course will require a basic understanding of economics. Please come see the instructor prior to enrolling if you have not taken EC 201 and EC 202.

## **Course Content:**

This course is designed to provide students with basic skills to operate in the global business environment in the field of renewable materials. It will provide students with a background in global renewable materials trade and include topics such as overview of global industry structure, the role of culture in international trade, types of international business, policy considerations, ethics, trade barriers, exchange rates, shipping, Going Local movement, and other current issues. The course will have specific examples from renewable materials industries.

## **Learning objectives:**

Upon completion of the course the student will be able to:

- Define globalization and discuss factors driving it (exam 1)
- Discuss traditional points of view of how and why global trade improves the welfare of countries (exam 1)
- Discuss how and why people are opposed to globalization and global trade (exam 1)
- List and define the multiple ways a business can enter the global marketplace (exam 1)
- Define culture and discuss its impact on global trade (exam 1)
- Discuss cultural typology and be able to identify similarities and differences across cultures (exam 2)
- Define exchange rate and be able to convert from one currency to another (exam 2)
- Identify types of trade barriers and explain how and why they are used (exam 2)
- Discuss the role of domestic and international policy in global business (exam 2)
- Discuss the role of ethics in global business (exam 2)

In addition to the learning objectives listed above, graduate students will be able to:

- Synthesize information to develop appropriate strategies for market entry for companies operating in renewable materials industries (exam 1)
- Analyze market scenarios to determine culturally appropriate reactions (exam 1)
- Synthesize information about international policies to determine impacts on both importing and exporting countries (exam 2)
- Evaluate impact of trade barriers on global trade (exam 2)
- Evaluate the impact of exchange rates on global trade (exam 2)

### Course Schedule:

Week	Topic
1	Globalization, driving factors, global industry structure
2	Traditional points of view of global trade
3	Opposition to globalization and global trade
4	How businesses enter global markets
5	Culture and the impact on global trade
6	Cultural typology
7	Exchange rates and their impact on global trade
8	Trade barriers and their impact on global trade
9	Policy and impact on global trade
10	Ethics

### Course readings include excerpts from:

- The Lexus and the Olive Tree by Thomas Friedman
- Hot, Flat, and Crowded by Thomas Friedman
- Current issues from
  - The Economist
  - The Wall Street Journal
  - Other periodicals
- Globalization: A critical introduction by Jan Aart Scholte
- Globalization and Culture by John Tomlinson
- Selected case studies

### Expectations:

Your attendance is important to you and your fellow classmates and is critical to the learning which takes place in this course. Attendance will not be taken, however, random quizzes will be given over outside reading materials. These quizzes account for 10% of your final grade. The University recognizes certain situations which prevent a student from attending class – including illness, death in the family, or personal injury. If you cannot attend class for any of these reasons please contact me.

Additionally, participation in the course is important and accounts for 15% of your final grade. It is important that you actively participate in class discussions and ask questions of the instructor. It is important that we work together to create a professional environment in the classroom. All students are asked to turn off their cell phones during classroom activities.

## Evaluation of Student Performance:

As your instructor, it is my responsibility to present learning opportunities through the course syllabus, lectures, and in-class and out of class exercises and assignments. It is your responsibility to do the learning. I will exams that you can use to assess how successful you are at achieving the course learning outcomes (mastery of course content and skills) outlined in the course syllabus.

If you are not mastering the course material, you are encouraged to reflect on how you study and prepare for each class and assessment exercise. Your instructor welcomes a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance in the class.

The course grade will be determined as follows:

	Percent of Grade
Class presentation	10%
Case study write-up	10%
Term paper	15%
Class Participation	15%
Readings quizzes	10%
Midterm	20%
Final Exam	20%
<b>TOTAL</b>	<b>100%</b>

### Grading scheme:

93-100% = A	74-76% = C
90-92% = A-	70-73% = C
87-89% = B+	67-69% = D+
84-86% = B	64-66% = D
80-83% = B-	60-63% = D-
77-79% = C+	Below 60% = F

**Exams:** Exams will consist of essay questions and will cover all materials including readings, lectures, industry speakers, class discussions, etc. The final exam will be comprehensive. Proper spelling and decent grammar are expected. ***Graduate students will be given separate exams composed of analysis and synthesis questions beyond that required of undergraduates.***

**Term Paper:** You will create a term paper on topic selected from a list given in class regarding its importance in the industry and relevance to global trade in renewable materials. Topics will be allocated on a first-come-first-served basis. ***Graduate students will be expected to develop a more sophisticated and academically reinforced term paper.***

**Maintaining a Positive Learning Environment:** As your instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. I take this responsibility very seriously and will inform members of the class if their behavior makes it difficult for me to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist your instructor in achieving this critical goal.

**Academic Dishonesty:** It is important to become familiar with the different forms and University's definitions of academic dishonesty. At Oregon State University, academic dishonesty is defined by the Oregon Administrative Rules 576-015-0020.1.a-c as: *An intentional act of deception in which a student seeks to claim credit for the work or effort of another person or uses unauthorized materials or fabricated information in any academic work.* Academic dishonesty includes: cheating, fabrication, assisting, tampering, and/or plagiarism. For more information visit: <http://oregonstate.edu/studentconduct/regulations/index.php#acdis>.

**Statement Regarding Students with Disabilities:** Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 737-4098.