

International Business Economics

Paris, 11/12/13/15 July 2011
16 contact hours / 2 ECTS credits

Learning Objectives

At the end of the course, the students will be able to:

- Use economic reasoning to better understand the business world
- Understand how the principles of economics are used in business decision making
- Gain perspective on the costs and benefits associated with the process of globalization and free trade
- Understand the impact of government intervention on business
- Discuss various pricing strategies used by firms operating in various business environments

We will rely on the textbook, as well as various newspaper and magazine articles to shed light of the issues outlined above. This list is quite ambitious, but we will try to cover as many topics as possible.

Textbook and Online Resources

John Sloman, Kevin Hinde, and Dean Garratt. *Economics for Business*. Financial Times / Prentice Hall, 5th Edition, 2010.

Magazine and newspaper articles available for each chapter on the website below:
www.pearsoned.co.uk/sloman

Assessment

Students will have to form groups of three and work together on the course project—an analysis of a course-related problem discussed in a recent magazine or newspaper article. They will be evaluated on the basis of the quality of the written report, as well as the quality of its oral presentation, scheduled to be held during the last session. The written report grade, which will be the same for all three members of each group, will account for 50 percent of the overall course grade. The remaining 50 percent of the course grade will be determined according to the quality of oral presentations. The professor will choose which group member will present which part of the course project and assign individual grades accordingly. Written reports must be submitted at the end of the last session.