

Econ 6431 Syllabus

Strategic Economics for Global Enterprises, Section UN, 3 credits

Fall 2026

Instructor Information

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Description

This graduate (MS) level course involves both theoretical and empirical analysis of the challenges facing multinational enterprises (MNEs) in a fast-changing international business environment. I will assume that everyone in this class has a reasonable (working) understanding of microeconomics and econometrics. It is useful but not critical to have some knowledge of undergraduate trade. We will discuss each theory or concept in detail and then go through some papers illustrating different approaches to testing that theory or concept. During this course, you will develop the ability to analyze and think critically about the opportunities and challenges MNEs encounter and understand MNE's strategic decision-making process. You will also learn the art of good empirical testing. The emphasis will be on the use of economic tools to analyze the critical challenges facing global firms, and to develop a sound understanding of the policy environment and how it affects firm strategy and profitability.

Course Learning Outcomes

Completion of this course should enable students to meet the following Learning Outcomes:

- The dynamics of global markets and MNE activities
- Identify the opportunities and challenges in expanding to foreign markets
- Theories of trade and Foreign Direct Investment (FDI), and their application to MNEs' strategic decisions including mode of entry into foreign markets, location decisions of multinational and how MNEs allocate products and activities across locations to maximize value
- Innovation and multinational strategies
- Competition in global markets, MNE strategic behavior and competitor analysis
- Global supply chains and MNE strategies

Required Course Materials

There are no textbooks required for this class. The course is largely based on lectures and readings from books and economics journals. A reading list will be provided separately on Canvas. *Elements of Multinational Strategy*, by Keith Head (KH), Springer *and International Business: Competing in the Global Marketplace*, by Charles W.L. Hill (CH), are recommended as background reading but not required. *Economics of Strategy* by Besanko D., Dranove D., Shanley M. & Schaefer S. (BDSS), Wiley, 7th Edition, *Multinational Firms in the World Economy* by Navaretti and Venables (NV) and *International Trade: Theory and Evidence* by Markusen, Melvin, Kaempfer and Maskus (MMKM) are also useful books which we will refer to during this course. You are also expected to keep up with current international economic issues discussed in journals such as the Wall Street Journal, Fortune, Business Week, and the Harvard Business Review.

Grading Policy

The course grade is out of a total of 100 points.

Grades will be assigned as follows:

Above 90%

A

Less than 90% and 80% or above	B
Less than 80% and 70% or above	C
Less than 70% and 60% or above	D
Less than 60%	F

Assignments and Exams

The final grades will be based on the following:

- 3 homework assignments – to be done individually - on Canvas (6 points each for a total of 18 points). Late homework will not be accepted.
- 2 in-class exams worth 30 points each (to be done individually).
- A group project presentation and paper worth 22 points

Description of Graded Components

- i. Homework 1, 2 and 3 and exams 1 and 2 include short answers, graphs, limited multiple choice and/or true or false questions where you are asked to justify your answer.
- ii. Group projects will include analyzing decisions and strategies of multinational firms.

All exams will be held during our regular class times using Canvas. Everyone should have a laptop and a calculator for the exams.

COURSE POLICIES

Attendance and Participation

You are expected to attend classes regularly and participate in all in-class activities. If you have a valid reason for being absent, such as illness (supported by a doctor's note excusing you from class) and miss an exam, you will be permitted to make up the missed exam by assigning higher weights to other exams before you take those exams.

Academic Integrity

The Georgia Tech Academic Honor Code is enforced at all times. All exams and homework are individual efforts, so you cannot give help to or receive help from anyone inside or outside the class. You cannot use Chegg or any other online resource, and you cannot take help from anyone. You can find more information about the honor code at <http://honor.gatech.edu/content/2/the-honor-code>

Accommodation through Office of Disability Services

Georgia Tech offers accommodations to students with disabilities. Please contact the Office of Disability Services (ODS) if you require such accommodation. If you already have a letter from the ODS approving specific accommodation, please be sure to email me a copy of that letter. Please be sure to arrange with ODS to take all your exams with the necessary accommodation early in the semester. If you need to speak with me, please email me, and we can find a time to meet over Zoom.

Student-Faculty Expectations Agreement

At Georgia Tech we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. See <http://www.catalog.gatech.edu/rules/22/> for an articulation of some basic expectation that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.