

VERTICAL LEARNING CURVE

History of International Trade

Course Description

2/5/2010



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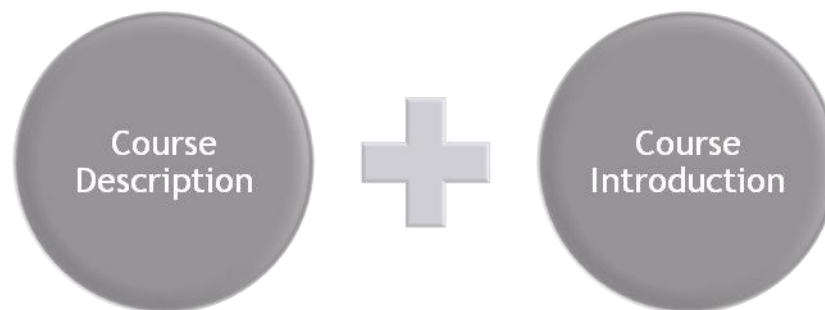
History of International Trade

Overview

This course provides the student with a perspective of international trade through the multiple lenses of time, geography, and the social-political systems that created both the fundamental demand and then the supply. Beginning with ancient civilizations and ending with contemporary globalization, this perspective is essential groundwork for the mastery of international business and international relations.

This course has [5 modules](#), each focusing on a unique topic with unique objectives for your knowledge, skill, and values. Modules are given *different* priority, and so are not always equal in length, difficulty, or grading weight. Failing a module will result in immediate repetition of that module.

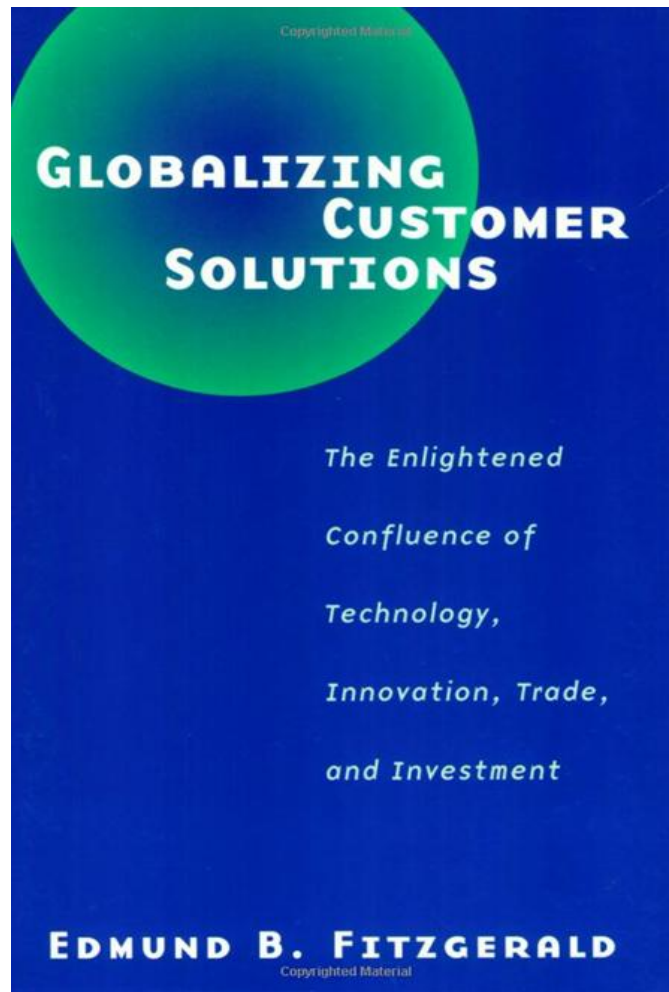
To enroll in this course, you must read this **Course Description** and the [Course Introduction](#).



Course Outline

Module	Issues + Resources
1	Introduction to the Course and the Learning Context <ul style="list-style-type: none"> ▪ How to Use the Course Materials ▪ Course Contents ▪ Pre-Test ▪ Prominent Trade Theories ▪ Factors that Stimulate International Trade ▪ Factors that Inhibit International Trade ▪ How to Identify and Use Important Resources
2	An Overview of International Trade in the Early 21st Century <ul style="list-style-type: none"> ▪ Size, Scope and Impact of International Trade ▪ Major Trading Partners with the United States ▪ Size, Scope and Impact of Direct Foreign Investment
3	International Trade in the Ancient World <ul style="list-style-type: none"> ▪ Geography and Population Patterns ▪ Trade Patterns of the Islamic Caliphates ▪ Trade Patterns of the Indian Kingdoms ▪ Trade Patterns of the Viking Kingdoms ▪ Trade Patterns of the Byzantine Empire ▪ Trade Patterns of the Roman Empire ▪ Trade Patterns of the Chinese Dynasties
4	International Trade from 1500-2000 A.D. <ul style="list-style-type: none"> ▪ Impact on Trade of the Collapse of the Roman Empire ▪ Influence of The Netherlands on Free Trade ▪ Scope and Impact of Mercantilism ▪ Influence of Adam Smith's Wealth of Nations ▪ Scope and Impact of Trade by the British Empire ▪ Impact of Protectionism and Tariff Policies ▪ Impact of the Great Depression on Trade ▪ Influence of Japanese and German Trade ▪ Impact of China on World Trade ▪ Scope and Impact of Oil Imports and Exports ▪ Impact of Trade Blocs and Agreements
5	Contemporary Trade Issues <ul style="list-style-type: none"> ▪ How Trade Organizations Influence International Trade ▪ How Governments Affect Trade ▪ How Foreign Exchange Affects Trade ▪ How Language and Culture Affect Trade ▪ Arguments for and Against Free Trade ▪ How Technology Affects International Trade ▪ How Individual Companies Get Involved in International Business ▪ Review and Practice Exam ▪ Final Exam

Course Text



Text:

Globalizing Customer Solutions: The Enlightened Confluence of Technology, Innovation, Trade, and Investment

Author:

Edmund B. Fitzgerald

Purchase link for electronic version:

www.questia.com

Price:

\$19.95 USD per month subscription
(Purchasing the Entire Library plan is required to obtain the text)

Recommended Readings and Resources

- The Free Management Library
<http://www.managementhelp.org/>
- MBA Library
[http://www.businessbookmall.com/MBA%20Internet%20Library.htm#Free MBA Prerequisites Books](http://www.businessbookmall.com/MBA%20Internet%20Library.htm#Free_MBA_Prerequisites_Books)
- An International Business & Trade Glossary for students in this course -
- <http://management.about.com/cs/begintomanage//blglossary.htm>
- Global Edge
- [http://globoledge.msu.edu/ibrd/glossary.asp?Index=a,](http://globoledge.msu.edu/ibrd/glossary.asp?Index=a)
- University on-line library
- [An Inquiry into the Nature and Causes of the Wealth of Nations](#), by Adam Smith
- [A Brief History of International Trade Policy](#), by Douglas A. Irwin
- [Creating a World Economy: Merchant Capital, Colonialism, and World Trade, 1400-1825](#) by Alan K. Smith.
- [The Establishment of the European Hegemony, 1415-1715: Trade and Exploration in the Age of the Renaissance](#) by J. H. Parry.
- [Dutch Primacy in World Trade, 1585-1740](#) by Jonathan I. Israel.
- [Born with a 'Silver Spoon': The Origin of World Trade in 1571, in Journal of World History](#) by Dennis O. Flynn, Arturo Giraldez.
- [Trade in the Eastern Seas, 1793-1813](#) by C. Northcote Parkinson.
- [Trade and State in the Arabian Seas: A Survey from the Fifteenth to the Eighteenth Century](#), in [Journal of World History](#) by R. J. Barendse.
- [English Overseas Trade during the Centuries of Emergence: Studies in Some Modern Origins of the English-Speaking World](#) by G. D. Ramsay.
- [Studies in British Overseas Trade, 1870-1914](#) by S. B. Saul.
- [Trade: The Engine of Growth in East Asia](#) by Peter C. Y. Chow, Mitchell H. Kellman.
- [Facing West: Americans and the Opening of the Pacific](#) by John Curtis Perry.
- [Opening America's Market: U.S. Foreign Trade Policy since 1776](#) by Alfred E. Eckes, Jr.
- [The Political Economy of Spanish America in the Age of Revolution, 1750-1850](#) by Kenneth J. Andrien, Lyman L. Johnson.
- [The Link That Kept the Philippines Spanish: Mexican Merchant Interests and the Manila Trade, 1571-1815, in Journal of World History](#) by Katharine Bjork.
- [Trading Partners: Australia and Asia, 1790-1993](#) by Sandra Tweedie.

- [Landlords and Strangers: Ecology, Society, and Trade in Western Africa, 1000-1630](#) by George E. Brooks.
- [Slaves, Spices, and Ivory in Zanzibar: Integration of an East African Commercial Empire into the World Economy, 1770-1873](#) by Abdul Sheriff.
- [Trade in the Year 1000: By sea and by land, a global economy is born](#) by Robert Kemp, Doug Stern, Margaret Loftus and Barbra Murray
- [Economic Sophisms](#) by Bastiat, Frédéric
- [Free Trade Today](#) by Bhagwati, Jagdish
- [Against the Tide: An Intellectual History of Free Trade](#) by Irwin, Douglas A.
- [Comparative Advantage in International Trade](#). by Maneschi, Andrea
- [The Atlas of Medieval Man](#)
- [Atlas of Medieval Europe](#)
- [The Times Atlas of World History](#)
- [Nomads and Crusaders A.D. 1000-1368](#)
- [The New Penguin Atlas of Medieval History](#)
- [The Oxford Illustrated History of the Vikings](#)
- [Encyclopedia Britannica](#)
- [Everything International](#)
- <http://faculty.philau.edu/russowl/russow.html>
- [Virtual International Business and Economic Sources](#)
- [Transparency International](#)
- [International Business Resource Connection](#)
- Data Sets
- <http://www.bris.ac.uk/Depts/Economics/Growth/datasets.htm>
- Harvard Data Sources – International Issues, Trade News
- <http://www.cid.harvard.edu/cidtrade/site/datasources.html>
- <http://www.cid.harvard.edu/cidtrade/site/current.html>
- <http://www.cid.harvard.edu/cidtrade/issuemain.html>
- Asia-Pacific
- <http://www.asia-pacific.com/>
- Gulf and Middle East
- <http://www.ameinfo.com/>
- Other Resources
- National Trade Data Base
- Securities Exchange Commission
- United Nations
- World Economic Forum
- World Bank
- CIA Factbook
- Bible
- Quran
- Global Edge
- Heritage Foundation
- [International Business Resource Connection](#)
- Global Gateway

Credits - Gene A. King, Jr.

Name: Gene A. King, Jr.
Rank: Associate Professor of Business
Department: School of Business
Institution: Oklahoma Baptist University

I. Education:

Master of International Management - International Business, Baylor University

August 1986

Bachelor of Arts - Anthropology and Environmental Science, Baylor University

May 1984

II. Teaching Experience:

Associate Professor of Business at Oklahoma Baptist University

(2006-present)

- Taught the following courses: international marketing, introduction to marketing, retail marketing, consumer behavior/advertising, business ethics, personal finance
- Developed international business course for MBA program
- Designed study abroad practicum in international business for MBA program
- Served on university faculty committees addressing campus diversity & external relations/marketing
- Served as co-sponsor of the International Student Association

Assistant Professor of International Business at John Brown University

(1997 – 2006)

- Developed and led John Brown University's (JBU) international business program from 3 students majoring in international business to approximately 40 students majoring in international business, becoming the second largest business program at JBU in the traditional undergraduate program
- Developed and taught all of the five core courses for the international business program
- Taught the following courses: integrated strategies in marketing, retail management, international marketing, international marketing research, international management, international finance, international business policies, European business practices, European trade, business ethics, & introduction to business
- Established and led the European Business Studies Program (a 4 week study abroad program in Europe for business majors and minors offering six hours of business credit)
- Organized a semester study program in Heidelberg, Germany for international business majors
- Established and pioneered applied projects for students in the area of international marketing working with corporate businesses as clients

- Led & managed 14 student teams conducting international marketing research, including on site field work in Mexico City, Monterrey, and Matamoros (other countries of focus included Argentina, Brazil, China, and South Korea)
- Directed the internship program for the business majors at JBU
- Sponsored the African Heritage and International Fellowship (a student club for those of African heritage) at JBU for six years
- Served and contributed to JBU's International Programs Committee which pioneered, approved, and established international programs for the university and policies for those programs
- Taught marketing and ethics courses in JBU's adult degree completion program

Adjunct Instructor at the International Institute for Biblical Studies, Arab Gulf Branch, Dubai, UAE (1995-1996)

- Taught primary level courses using a seminar approach placing the emphasis on the student's preparation and participation

Professor of English at Huaiyin Teachers' College, Jiangsu, China (1987-1988)

- Taught courses designed to emphasize English speaking skills and listening comprehension
- Taught course on American and British culture

III. Professional Business Experience:

Director of North American Business Development for Solent & Pratt Engineering Ltd., Houston, Texas (1996-1997)

- Marketed Solent & Pratt's industrial valve products in key North American markets
- Doubled entire company sales in less than one year
- Developed distribution and sales representation
- Identified major sales opportunities
- Obtained large contracts to provide industrial valves to key industrial projects
- Gained approval for Solent & Pratt products with key petrochemical corporations

Sales Engineer for Keystone Middle East, Saudi Arabia & Dubai, UAE (1992-1996)

- Sold & marketed Keystone International's flow control products to key accounts in Saudi Arabia, Abu Dhabi, and Dubai
- Identified sales opportunities with major petroleum, petrochemical, and power companies
- Established vendor approval for Keystone products
- Secured invitations to bid on the flow control needs of various key accounts
- Supported independent distributors in Egypt, Oman, and Qatar

- Provided training on Keystone products

Inside Sales Engineer for Keystone Valve USA, Houston, Texas (1990-1992)

- Provided technical product support to industrial distributors of Keystone products
- Quoted special pricing for large projects
- Assisted in the product management of particular valve products

IV. Organizational Memberships:

- Christian Business Faculty Association (CBFA)
- NASBITE International
- International Trade Council of Northwest Arkansas

V. Professional Meetings Attended:

- CBFA 1998 Annual Meeting – Vancouver, British Columbia
- CBFA 1999 Annual Meeting – Dallas, Texas
- CBFA 2001 Annual Meeting – Bourbonnais, Illinois
- CBFA 2002 Annual Meeting – Virginia Beach, Virginia
- NASBITE 2004 Annual Meeting – San Antonio, Texas
- CBFA 2005 Annual Meeting – San Diego, California
- CBFA 2006 Annual Meeting – Dayton, Ohio

VI. Professional Growth Activities:

- CCCU New Faculty Seminar 1997 – Gordon College, Wenham, MA
- SBA Trade Seminar 1999 – University of Arkansas, Fayetteville, AR
- Conference on Business Ethics 1999 – Oral Roberts University, Tulsa, OK
- Teagle Workshop on Integration 2000 – John Brown University, Siloam Springs, AR
- Import/Export Finance Seminar by ExIm Bank 2001 – Springdale, AR
- Teagle Workshop on Technology 6/2002 – John Brown University, Siloam Springs, AR
- Teagle Workshop on Pedagogy 8/2002 – John Brown University, Siloam Springs, AR
- CCCU Faculty Development Disciplinary Workshop (Business) 11/2002 – Oklahoma Baptist University, Shawnee, OK
- Faculty Spiritual Formation Workshop 2005 – John Brown University, Siloam Springs, AR
- Faculty Development Workshop 7/25/2006 – Oklahoma Baptist University, Shawnee, OK
- Business Forum & Luncheon w/ Kent Humphreys 10/13/2006 – Oklahoma Baptist University, Shawnee, OK

- Distinguish Speakers Series w/ Dr. Yvonne Haddad 10/23/2006 – Oklahoma Baptist University, Shawnee, OK
- Lecture on Diversity at Union w/ David Gushee 11/8/2006 – Oklahoma Baptist University, Shawnee, OK

VII. Seminars & Training Programs Conducted:

- Marketing presentation to the Rural Women’s Business Enterprise 3/7/2006
- Small Business Marketing Planning – Gordon Cooper Technology Center 6/2006

VIII. Institutional Services performed:

- Establishing and leading a summer study abroad program in international business for John Brown University
- Establishing a semester study program in Germany for international business majors for John Brown University
- Serving on the International Programs committee for 8 years at John Brown University
- Serving on subcommittee for award study abroad scholarships at John Brown University
- Sponsoring the African Heritage & International Fellowship club for four years at John Brown University
- Panelist for two forums on the Middle East at John Brown University
- Initiating John Brown University’s participation in the annual Ethics Bowl
- Sponsoring the student teams for the annual Ethics Bowl at John Brown University
- Student advising at Oklahoma Baptist University and John Brown University
- Meeting with prospective students at Oklahoma Baptist University and John Brown University
- Developing contacts with business practitioners
- Serving on the Diversity Faculty Committee at Oklahoma Baptist University
- Serving on the External Relations/Marketing Committee at Oklahoma Baptist University
- Assisting in the international student orientation at Oklahoma Baptist University
- Designing study abroad course for MBA program at Oklahoma Baptist University

IX. Cross-Cultural Experience

- Lived in Brazil, China, Dubai, Egypt, Italy, Malaysia, New Zealand, Nigeria, Saudi Arabia
- Worked in China, Dubai, Egypt, Saudi Arabia
- Taught Chinese, Guatemalan, Nicaraguan, Costa Rican, Mexican, Honduran, European, Uruguayan, Colombian, El Salvadoran, Antiguan, Indian, and Japanese students
- Led diverse teams of students doing market research in Mexico

- Participated in the CCCU's Latin American Studies Program's faculty development program

X. Areas of Professional & Intellectual Interest

- Study abroad programs, international education
- China, Europe, the Middle East, Latin America
- International business & trade, international marketing, international marketing research
- Shopper behavior, in-store marketing, retailing, industrial marketing