

## INTERNATIONAL BUSINESS

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| <b>Course code</b>                       | <i>MNG 108</i>  |
| <b>Course title</b>                      | <i>International Business</i>   |
| <b>Type of course</b>                    | <i>Main</i>   |
| <b>Study level</b>                       | <i>1<sup>st</sup></i>   |
| <b>Department</b>                        | <i>Bachelor Studies</i>   |
| <b>Year of study</b>                     | <i>2<sup>nd</sup>/3<sup>rd</sup></i>  |
| <b>Semester</b>                          | <i>Autumn</i>   |
| <b>Credits</b>                           | <i>6 ECTS 24 hrs. lectures, 24 hrs. practice, 112 hours of self-study, 2 hours of consultations</i> |
| <b>Lecturers</b>                         | <i>Hubert Zydorek</i>   |
| <b>Study form</b>                        | <i>Full-time</i>  |
| <b>Courses to have prior this course</b> | <i>-</i>  |
| <b>Course language</b>                   | <i>English</i>  |

### AIMS OF THE COURSE

The course aims to introduce students to the main concepts of international business. In the new millennium, the drive of most businesses is to "go global." The trade and investment barriers have been easing and we are witnessing the emerging of more companies into international markets. However, with such expansion, there are opportunities as well as challenges that students of international studies need to understand. In this course, students will familiarize themselves with various controllable and uncontrollable business environments and will develop an understanding of managing international businesses in such environments. Furthermore, students through various cultural dimensions will be able to understand the multicultural aspects of international businesses as well as the ethical responsibilities of international firms.

| Subject learning outcomes (SLO)  | Study methods                                     | Assessment methods                                 |
|--|---|--|
| SLO1. Identify dynamics and direction of international trade and foreign direct investment   | Lectures  | Midterm test, coursework/ presentation             |
| SLO2. Compare and contrast various trade theories that explain the benefit and challenges of international trade and foreign direct investment.                        | Lectures, seminars, solving exercises, self-study | Midterm test, final exam                           |
| SLO3. Examine the role of International organizations and institutions that affect international business operations.  | Lectures, seminars, solving exercises, self-study | Midterm test, final exam, Coursework/ presentation |
| SLO4. Explain multicultural aspects of international business and the cultural dimensions that indicate the cultural behavior of international business organizations. | Lectures, seminars, solving exercises, self-study | coursework/ presentation                           |
| SLO5. Identify objectives of international business assignments and explain the role of expatriates in today's global business environment.                            | Lectures, seminars, solving exercises, self-study | Midterm test, final exam, Coursework/ presentation |
| SLO6. Examine the ethical and social responsibilities of multinational firms in foreign business operations.   | Lectures, seminars, solving exercises, self-study | Midterm test, final exam, Coursework/ presentation |

### LEARNING METHODS

The course is entirely taught in English and designed to achieve its aims through a combination of lectures and interactive case-study sessions. Seminars and lectures are designed to encourage active participation, co-operative and creative work, interactive communication and critical thinking. The lecturer will use video-cases and digital materials. The lecture meetings are held for all students together but for practice sessions and presentations smaller groups will be formed.

| DATE   | TOPIC   | IN-CLASS HOURS |           | READINGS  |
|--------|---|----------------|-----------|---|
|        |   | Lecture        | Seminar   |   |
| Week 1 | <b>Introduction to the IB Course</b><br><i>(Basic definitions, module aims, structure, requirements, assessment criteria, reading list)</i>   | 2              |           | Global Economic Indicators, Trends and Current News                                   |
| Week 1 | <b>Module 1 - The challenging context of international business</b><br><i>Why International/Global Business matters?<br/>Global Talent (Skills and Competencies)</i>  | 2              | 2         | Geringer, McNett, Minor & Ball – Module 1   |
| Week 1 | <b>Module 2 - International trade and foreign direct investments</b><br><i>Overview of theories, discussion on direction and volume of international trade.</i>   | 2              | 2         | Geringer, McNett, Minor & Ball – Module 2   |
| Week 1 | <b>Module 3 - Sociocultural Forces</b><br><i>Introduction to cultural dimensions. Compare and contrast cultural dimensions for various countries. Understand the importance of Cultural Intelligence (CQ)</i>                 | 2              | 2         | Geringer, McNett, Minor & Ball – Module 3   |
| Week 1 | <b>Module 4 - Sustainability and Natural Resource</b><br><i>Overview of Sustainability trends and UN Sustainable Development Goals (SDGs). Discussion on SDG projects and relevance for countries.</i>                        | 2              | 2         | Geringer, McNett, Minor & Ball – Module 4   |
| Week 1 | <b>Additional Readings, cases and presentations</b><br><i>Discussion about emerging economies, challenges and opportunities.</i>  | 2              | 2         | Overview of Belt & Road Initiative, Chinese Investment in Africa, Emerging Economies, |
| Week 1 | <b>Mid-term</b><br><i>Mid term exam &amp; exam review</i>   |                | 2         |   |
| Week 2 | <b>Module A - International Institutions from a Business Perspective</b><br><i>Review major international institutions and their impact on international business.</i>  | 2              | 2         | Geringer, McNett, Minor & Ball – Module A   |
| Week 2 | <b>Module 6 - Intellectual property and other legal forces</b><br><i>Discuss various legal systems, relevance of Intellectual Property (IP), and review the process and benefits of trademark registration.</i>               | 2              | 2         | Geringer, McNett, Minor & Ball – Module 6   |
| Week 2 | <b>Module 13 - Marketing Internationally</b><br><i>Discuss standardization and localization of products and services for international markets. Review cases of successful and failed international marketing strategies.</i> | 2              | 2         | Geringer, McNett, Minor & Ball – Module 13  |
| Week 2 | <b>Module 14 - Managing Human Resources in International Context</b><br><i>Discuss international HR approaches and discuss strategy of sourcing global talent.</i>  | 2              | 2         | Geringer, McNett, Minor & Ball – Module 14  |
| Week 2 | <b>Impact of Global Mobility/Global Talent on your professional career</b><br><i>Discuss global mobility trends and relevance for student careers.</i>  | 2              | 2         | Industry reports  |
|        | <b>Total hours (for each group):60</b>  | <b>24</b>      | <b>24</b> |   |

### COURSE REQUIREMENTS

- 1.The **final exam** will account for **40%** of the final grade. The final exam will cover the topics covered after mid-term exam.
- 2.The **mid-term test (40%)** will cover the content of the lectures/seminars given before the mid-term test.
3. **Seminar grade (20%)**. Students will be asked to present/ oppose on a given topic. This simulation will take place during the seminars. Students will be assessed according to various criteria that will be presented at the first lecture. Details about the grading and the presentation scope will be presented on the first day of the lectures.

| TYPE          | TOTAL HOURS | EVALUATION, % |
|---------------|-------------|---------------|
| Seminar grade | 32          | 20            |
| Mid-term test | 40          | 40            |
| Final exam    | 40          | 40            |
| <b>Total:</b> | <b>112</b>  | <b>100</b>    |

**REMARKS – IN ADDITION TO THE ISM REGULATIONS OF UNDERGRADUATE STUDIES**

- A. The instructor reserves the right to choose the **form of the exam** (multiple choice/ open answer questions/ essay).
- B. For each seminar, **a paper will have to be read by students in advance.** (papers will be uploaded 5 working days in advance.)
- C. **Attendance and participation** in the lectures and seminars is not obligatory, however strongly recommended. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.
- D. If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their **right of retake**. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. It will be held during the last week of the exam session and **will replace the 80% of exams (mid-term and final)**. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given. The lecturer reserves the right to choose the form of the exam (multiple choice/ open answer questions/ essay).
- E. **Bonus points.** The instructor has the right to award very active students with up to 0,2 extra (grade) points. These “bonus points” will only be awarded to students whose (rounded) final grade would increase after all.
- F. Specific rules apply for **in-class presentations**.
  - a. Presentations can neither be re-scheduled nor be retaken. Students failing to sign up for a presentation or failing to show up for the presentation, will be allowed to submit an individual written paper on a given topic at the end of the semester. (minimum 1000 -1200 words/ proper APA standards/ specific rules apply).
  - b. In case of serious reasons, individual students may be allowed to switch with another student. Students are responsible for arranging the changes and must inform the lecturer MINIMUM 1 week in advance.
  - c. Within one week of the day of the presentation, each group will receive an evaluation via email.
  - d. 1 (grade) point will be deducted for submitting the presentation slides after deadline.

**LITERATURE**

**Obligatory readings:**

1. Michael Geringer J., Jeanne M. McNett, Michael Minor and Donald A. Ball, *International Business* 1st Edition, McGraw Hill Irwin, Inc., 2015, **ISBN: 9781259317224**
2. Additional readings will be assigned prior to class

**Optional readings:**

1. Current business news and business journals

**NB. Due to the dynamic nature of the content of the course additional material can be assigned during the course. Slide handouts and readings will be prepared for each class and available for download.** The slides are the intellectual property of teaching instructor and students may not distribute or duplicate these notes without written consent.