

International Business

Course Title	International Business		
Course Code	MIB601	Course Type	Specialization or Elective
Credit	3	Contact Hours	45 Hours
Prerequisites	None	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	30	The first approach is to understand the foundational concepts and the environment of international business – where politics, legal systems, regulations, economics, finance, and different cultural contexts meet the market. The second approach to IB analysis shifts the focus to the various firm activities including strategy by focusing on the internationalization of the firm through different market entry strategies, such as international trade, licensing, franchising, turn-key projects, foreign direct investment (FDI), global sourcing, as well as other contractual inter-firm relationships such as international joint ventures and mergers and acquisitions (M&As). Also part of functional IB analysis is the discussion of functional areas of the firm including research & development (R&D), production, finance, accounting, marketing, and human resource management (HRM).
2. Asian Expertise	20	
3. Creative Management Mind	25	
4. Cross Cultural Communication	20	
5. Social Responsibility	5	

Course Description

The focus of this course in International Business is on the activities of the global firm, in particular, the external environment in which it operates. This is the only topic area in the business curriculum to do so. It covers a wide variety of environmental conditions including political, economic and societal systems, the role of culture, institutions of governance and regulation, as well as the systemic dynamics of globalization, regionalism, and capital & financial markets, international competition and competitiveness, innovation, etc. We will explore the role of culture in business in detail by looking at different business systems, leadership styles, and cross-cultural negotiation characteristics.

Learning and Teaching Structure

This course is highly interactive. The class is conducted like a business meeting or conference. It relies on both individual and collaborative, group-based efforts. Everyone is expected to prepare for and actively participate in the once-a-week lectures and presentations, as well as conduct themselves professionally

Assessment	%	Text and Materials
Attendance	20	International Business: The New Realities S. Tamer Cavusgil, Gary Knight, John R. Riesenberger (CKR) Pearson, 2014, 3rd edition ISBN 13: 978-0-273-78706-8; ISBN 10: 0-273-78706-3
Class Contribution and Participation	10	
Case Analysis & Presentation	15	
Industry and Risk Analysis	15	
Midterm Exam	20	
Final Exam	20	

Course content by Week

1	Introduction: What is International Business (IB)?
2	Globalization of Markets and The Internationalization of the Firm; Organizational Participants That Make International Business Happen
3	The Cultural Environment of International Business; Business System
4	Leadership Styles; Ethics, Sustainability, and Corporate Social Responsibility (CSR) in IB
5	Theories of International Trade and Investment; Political and Legal Systems in National Environment
6	Government Intervention in International Business; Ease of Doing Business; Regional Economic Integration
7	Understanding Emerging Markets; The International Monetary and Financial Environment
8	Mid-Term Examination
9	Strategy and Organization in the International Firm; Global Market Opportunity Assessment
10	Cross- cultural Negotiation; Entering and Operating in International Markets; Exporting and Countertrade
11	Foreign Direct Investment (FDI) and Collaborative Ventures; Innovation and Research and Development (R&D); Case Analysis and Presentation 1
12	Licensing, Franchising, and Other Contractual Strategies; Case Analysis and Presentation 2
13	Global Sourcing
14	Marketing in the Global Firm; Human Resource Management (HRM) in the Global Firm; Financial Management and Accounting in the Global Firm
15	Final Examination