

SYLLABUS

INTERNATIONAL BUSINESS / 2022

- **INSTRUCTOR : Richard Araya, DBA,MBA, BSME**
- **COURSE OBJECTIVES**

The increasing globalization of the marketplace is affecting all who are involved with business or who must make business decisions nowadays. Therefore, an understanding of international business is essential in today's global world, especially for students who are preparing to enter the labour market. This course intends to provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions. It will prepare students to formulate strategies, plans, and tactics to succeed in international business ventures.

Specifically, the aims of this course are 3:

- (a) First, the course will provide the student with a broad and systematic overview of the international business field by introducing the student to basic theoretical, conceptual, empirical and methodological traditions that underpin the context, operation and flow of international business.
- (b) The second objective of the course is to heighten students' awareness of current issues in the field and how they are related to the theories and practices on international business. Awareness by international business managers of current issues is crucial because every country has to address concerns with international trade and foreign investment.
- (c) The third objective of the course is to enhance the student's individual and group-oriented learning tools and skills, including analytical, critical thinking and teamwork skills necessary to comprehend, evaluate critique, synthesize and present complex material/issues in the international business field.

- **LEARNING OUTCOMES**

Upon successful completion of the course, students will be able to:

- (a) Identify and critically analyse the main aspects of globalization and their relationship with and implications for the contemporary international business environment; and how national, regional and global environmental factors (political, socio-cultural, economic, legal, technological and ecological) affect/influence/shape the processes and outcomes of international business.
- (b) Understand the nature of business organizations (e.g., multinational firms) including their key strengths and weaknesses and the sources of such attributes, their role in the conduct of international trade and investment, and the different modes they engage with diverse international markets.
- (c) Appreciate how business firms are managed and the various strategies and key decisions managers make in their bid to effectively compete in the highly dynamic and complex global business environment.
- (d) Understand the importance of developing tolerance and respect for other cultures to enhance their chances of success in the international market.

- **COURSE MODULES AND TOPICS**

UNIT ONE: Globalization and Country Differences

- National Differences in Political
- Economy Differences in Culture
- Ethics in International Business

UNIT TWO: The Global Trade and Investment Environment and Global Monetary System

- International Trade Theory and The Political Economy of International
- Trade Foreign Direct Investment
- Regional Economic Integration
- The Foreign Exchange Market
- The International Monetary System and,
- The Global Capital Market

UNIT TRHREE: The Strategy, Structure and Operations of International Business

- The Strategy and The Organization of International Business
- Entry Strategy and Strategic Alliances
- Exporting, Importing, and Countertrade Global Production,
- Outsourcing, and Logistics Global Marketing and R & D
- Global Human Resource
- Management Accounting and Financial Management in the International Business

• COURSE STRUCTURE AND DELIVERY

An integrated teaching model will be adopted by combining reading with group discussions, individual assignments, home exercises, business case analysis and group presentations.

• ASSESSMENT

(1) Class Participation and Individual Assignments	30 %
(2) Mid-term Test (In-class) I	20 %
(3) Mid-term Test (In-class) II	20 %
(4) Final Examination	30 % (Term Group Project)

• TEXT BOOK AND OTHER RESOURCES

The following textbook and course companion are required for this course:

- (1) Hill, Charles W. (2015) Global Business Today, edition, 10th McGraw-Hill Education.

In addition to the textbook, key/required readings are assigned from other sources (e.g., international newspapers or magazines, etc.) as deemed appropriate.