



INTERNATIONAL BUSINESS

INTRODUCTION

The increasing globalization of the market place affects all who are involved with business or who must make business decisions. Even those who are not directly involved in international business are affected in their domestic operations by international events and by the business activities of foreign entities. Therefore, it is imperative to be knowledgeable about the international business systems.

This decade will pose many challenges and opportunities, particularly for newly industrialized countries (NIC). Three primary causes of these challenges are: first, these countries have become fierce competitors for the manufacture of high tech goods. Second, integration of the European Community has now created the largest trade block. Third, the acute international debt crisis keeps threatening the world financial structure and economic growth. This crisis has redirected the trade pattern away from the poor countries to the richest, and likewise has concentrated capital flows among the rich countries. However, in recent times we have been observing a shift back to LCD's, particularly in industries that are labor intensive

OBJECTIVES

The main objectives of the course are:

- Apply theories, tools, and insights found in the field of international management to common real world scenarios mainly throughout the use of case studies (specially from the Harvard Business Publishing).
- Demonstrate or understanding of the similarities (without which no international business could take place) and differences among the peoples of the world and how they affect business management.
- Discuss how various legal, political, economic, and cultural systems affect business attitudes and behavior.
- Discuss the managerial issues related to strategic planning, human resource management, motivation, and leadership which arise in an international context.

SYLLABUS

1. Introduction to International Business Course

1.1. Case study method: preparing an effective case analysis

1.2. Globalisation

Lecture and Discussion

2. National Differences in Political Economy

Lecture and Discussion.

3. Differences in Culture

Lecture and discussion on cultural dimensions to doing business internationally and identify how culture affects international management.

Case Study or Exercise

4. Ethics in International Business

Lecture and Discussion.

Case Study or Exercise



5. **The Political Economy of International Trade**
Lecture and Discussion
6. **The Strategy of International Business**
Lecture and Discussion
Case Study or Exercise
7. **The Organization of International Business**
Lecture and Discussion
8. **Entry Strategy and Strategic Alliances**
Lecture and Discussion
Amazon Case Study
9. **Global Leadership and Human Resource Management**
Lecture and Discussion: International Business Management and Leadership

BIBLIOGRAPHY

Hill, Charles W. *International Business*. McGraw-Hill. 7th Edition. 2009

EVALUATION PROCEDURE

Course evaluation will be based on the following:

Class participation, homework	40%
First exam	20%
<u>Final exam</u>	<u>40%</u>
Total	100%

Additionally, at the end of the course, an attendance certificate will be issued upon a minimum attendance of 90% of the sessions.

Academic Dishonesty

There is zero-tolerance for any form of academic dishonesty. For that purpose an antiplagiarism system will be used in this course.