

SUBJECT: INTERNATIONAL BUSINESS

LEVEL: Taught in English – Open to all language levels

HOURS: 45 contact hours

COURSE DESCRIPTION:

There is no longer any such thing as a purely national economy. The rest of the world is just too big to ignore, either as a market or as a competitor. The global economy is becoming ever more closely integrated – a process usually referred to as globalization. Cross-border trade and investment have continued to increase through the 1990s. Yet, differences in economic, political and socio-cultural environments around the world challenge managers with opportunities and risks. As new communication technologies and global migration are bringing diverse people closer together, debates about cultural identity and differences are becoming more prominent than ever.

To help students understand the intricacy of the global economy, learning objectives of this course are:

- (1) to understand the current important trade and investment trends
- (2) to develop the ability to comprehend international economic and financial issues
- (3) to understand the role of cultural differences that affect international businesses
- (4) to learn how the foreign exchange market works and to understand the role of the global monetary system
- (5) to examine MNCs' strategies and behaviors to enhance competitiveness in the areas of manufacturing, marketing, and human resource management.

This course is designed to combine lectures with in-class group exercises and case discussion. Students will learn how to react to situations that multinational firms face in their international operations. On occasion, videos will be used to augment the lecture and stimulate class discussion. The means to attain these objectives include a thorough study of class notes, case analysis, and in-class small group discussions. The textbook will be used as a guideline. Reading assignments will be given every day. **DO NOT** attempt to pass quizzes and examinations by just reading the textbook. Material for quizzes and examinations will be from lectures, cases, and group discussions.

TEXTS: The Books used in class will be a combination of the following:

1. Ball, Donald. International Business. The Challenge of Global Competition. Pearson Education. 9th Edition, 2003.
2. Phatak, Arvind. International Dimensions of Management. South-Western College Publishing. 4th Edition, 1995.

COURSE OUTLINE:

1. Introduction to International Business
2. International Trade Theory
3. The economic Environment
4. The Political-Legal Environment
5. The cultural Environment
6. Competitive Forces
7. International Planning
8. International Business Research

9. Market Analysis
10. International Marketing
11. International Logistics
12. International Human Resource
13. Global Strategies
14. International Financial Management

GRADING: Midterm exam 25%
Final exam 25%
Paper & presentation 15%