

DEREE COLLEGE SYLLABUS FOR:		US CREDITS: 3/0/3							
IB 2006 INTERNATIONAL BUSINESS – LEVEL 4		UK CREDITS: 15							
(Updated Fall 2021)									
PREREQUISITES:	None								
CATALOG DESCRIPTION:	Essentials of international business and the international business environment, including its socio-cultural, political, legal, economic and ethical dimensions. International trade and foreign investment theories. Emerging markets. Implications for the future international business manager.								
RATIONALE:	Understanding the increasingly global nature of business and the complexities of the international business environment is paramount to all managers. Through discussions of business cases and contemporary developments in the international business environment students acquire a comprehensive understanding of the challenges associated with conducting international business and the competences they need to develop in order to pursue management careers in international business.								
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to:  1. Discuss contemporary developments in the international business environment and their implications for international business managers.  2. Demonstrate knowledge and understanding of the complexity of the global business environment and the challenges associated with conducting international business.  3. Demonstrate understanding of the main theories of international trade and foreign investment, the actors involved in international trade, and the effects of free trade and interventionist policies on international business.								
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used:  ➤ Classes consist of lectures, discussions, collaborative in-class learning exercises and specialized video presentations.  ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course's content.  ➤ Use of blackboard, where instructors post lecture notes, assignments' instructions, timely announcements, as well as additional resources.								
ASSESSMENT:	<div>Summative:</div> <table><tr><td>First Assessment: Written project (individual, 1,200-1,500 words; Personal Development Plan)</td><td>50%</td></tr><tr><td>Final Assessment: Written examination (essay-type questions)</td><td>50%</td></tr></table> <div>Formative:</div> <table><tr><td>In-class, 1-hour, "diagnostic" test</td><td>0</td></tr></table> <p>The formative test aims to prepare students for the summative assessments. The written project tests Learning Outcome 1. The final examination tests Learning Outcomes 2 and 3.</p>			First Assessment: Written project (individual, 1,200-1,500 words; Personal Development Plan)	50%	Final Assessment: Written examination (essay-type questions)	50%	In-class, 1-hour, "diagnostic" test	0
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Final Assessment: Written examination (essay-type questions)	50%								
In-class, 1-hour, "diagnostic" test	0								
INDICATIVE READING:	REQUIRED MATERIAL: Cavusgil, S. T., Knight, G. and Riesenberger, J. (2020) International Business: The New Realities, 5th Edition, Harlow: Pearson Education.								

## RECOMMENDED READING:

### A. BOOKS

Daniels, J. D., Radebaugh, L. H. and Sullivan, D. P. (2019) *International Business: Environments and Operations*. Harlow: Pearson Education.

Geringer, M., McNett, J. and Ball, D. (2020) *International Business*, New York: McGraw-Hill.

Griffin, R. W. and Mike W. Pustay, M. W. (2020) *International Business: A Managerial Perspective*, 9th Edition, Harlow: Pearson Education.

Hill, C. W. L. and Hult, G. T. M. (2019) *International Business: Competing in the Global Marketplace*, New York: McGraw-Hill.

### B. ARTICLES

Ancarani, F., Frels, J. K., Miller, J., Saibene, C. & Barberio, M. (2014). Winning in Rural Emerging Markets: General Electric's Research Study on MNCs. *California Management Review* 56(4): 31-52.

Bhagra, A., & Sharma, D. K. (2018). Changing paradigm of employability skills in the global business world: a review. *Iup Journal of Soft Skills*, 12(2).

Gaughan, P. H., & Javalgi, R. R. G. (2018). A framework for analyzing international business and legal ethical standards. *Business Horizons*, 61(6), 813-822.

Hajro, A., Caprar, D. V., Zikic, J., & Stahl, G. K. (2021). Global migrants: Understanding the implications for international business and management. *Journal of World Business*, 56(2). <https://doi.org/10.1016/j.jwb.2021.101192>

Kaibin, X. and Wenqing, L. (2013) "An Ethical Stakeholder Approach to Crisis Communication: A Case Study of Foxconn's 2010 Employee Suicide Crisis", *Journal of Business Ethics*, 117(2), 371-386.

King, J. E. (2013) "Ricardo on Trade", *Economic Papers*. 32(4), 462-469.

Mishra, P., & Schmidt, G. B. (2018). How can leaders of multinational organizations be ethical by contributing to corporate social responsibility initiatives? Guidelines and pitfalls for leaders trying to do good. *Business Horizons*, 61(6), 833-843.

Peng, M. W. (2013) "An institution-based view of IPR protection", *Business Horizons*, 56(2), 135-139.

Porter, M., & Kramer, M. (2011). Creating shared value. *Harvard Business Review*, 89(1/2).

Scheyvens, R., Banks, G., & Hughes, E. (2016). The private sector and the SDGs: The need to move beyond 'business as usual'. *Sustainable Development*, 24(6), 371-382. doi:10.1002/sd.1623.

Saarikko, T., Westergren, U. H., & Blomquist, T. (2020). Digital transformation: five recommendations for the digitally conscious firm. *Business Horizons*, 63(6), 825-839. <https://doi.org/10.1016/j.bushor.2020.07.005>

Sharma, P., Leung, T. Y., Kingshott, R. P. J., Davcik, N. S., & Cardinali, S. (2020). Managing uncertainty during a global pandemic: An international business perspective. *Journal of Business Research*, 116, 188-192. <https://doi.org/10.1016/j.jbusres.2020.05.026>

Smith, T., & Schlegel, L. (2018). An interview with Curt Ferguson, president, Coca-Cola greater China & Korea. *Business Horizons*, 61(6), 863-866. doi:10.1016/j.bushor.2018.06.005

Woetzel, J., Madgavkar, A., & Manyika, J. (2018). The Best-Performing Emerging Economies Emphasize Competition. *Harvard Business Review Digital Articles*, 46-49.

Other library sources, including journal articles accessed through the library databases are recommended by the instructor throughout the semester.

<b>INDICATIVE MATERIAL:</b> <i>(e.g. audiovisual, digital material, etc.)</i>	<b>REQUIRED MATERIAL: N/A</b>  <b>RECOMMENDED MATERIAL: N/A</b>
<b>COMMUNICATION REQUIREMENTS:</b>	Use of appropriate academic conventions as applicable in oral and written communications.
<b>SOFTWARE REQUIREMENTS:</b>	MS Office.
<b>WWW RESOURCES:</b>	Students are expected to use the internet at their own discretion to select information on the individual project. Useful sources include:  <a href="http://www.economist.com">www.economist.com</a> <a href="http://www.bbc.co.uk/news/business/">www.bbc.co.uk/news/business/</a> <a href="http://europe.wsj.com/home-page">http://europe.wsj.com/home-page</a> <a href="http://www.ft.com">www.ft.com</a> <a href="http://www.money.cnn.com">www.money.cnn.com</a> <a href="http://www.cnbc.com">www.cnbc.com</a> <a href="http://www.reuters.com">www.reuters.com</a> <a href="http://www.imf.org">www.imf.org</a> <a href="http://www.wto.org">www.wto.org</a> <a href="http://www.bloomberg.com">www.bloomberg.com</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. What is international business?</li> <li>2. Globalization and the internationalization of the firm</li> <li>3. The cultural environment of international business</li> <li>4. Ethics, Corporate Social Responsibility, sustainability and governance in international business</li> <li>5. Theories of international trade and investment</li> <li>6. Political and legal systems</li> <li>7. Government intervention and regional economic integration</li> <li>8. Emerging Markets</li> <li>9. The international monetary and financial environment</li> </ol>