

DEREE COLLEGE SYLLABUS FOR:		3/0/3										
IB 3121 GLOBAL BUSINESS MANAGEMENT – UK LEVEL 5		UK CREDITS: 15										
(Updated Fall 2021)												
PREREQUISITES:	IB 2006 International Business or MG 2003 Management Principles or equivalent											
CATALOG DESCRIPTION:	International business strategy, including country assessment for the identification of business opportunities, country selection and modes of entry. The organization of international business and management of international operations.											
RATIONALE:	Through this course, students learn to identify business opportunities in foreign markets and formulate appropriate business strategies to capitalize on these opportunities. Finally, through the group project and presentation, students develop key competences and skills for the work environment in international business.											
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Demonstrate understanding of the main theories and concepts in international business strategy and the management of foreign operations. 2. Analyze the operating environment in foreign markets and identify opportunities and risks associated with entering these markets. 3. Develop appropriate strategies for market entry and management of international operations. 4. Demonstrate competence in collaboration, teamwork and the delivery of presentations.											
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➤ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. ➤ 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:	<table><tr><td colspan="2">Summative:</td></tr><tr><td>First Assessment: Term project (group, 4000-4500 words; presentation of group project; individual peer evaluation and reflection)</td><td>70%</td></tr><tr><td>Final Assessment: Written Examination (essay-type questions)</td><td>30%</td></tr><tr><td colspan="2">Formative:</td></tr><tr><td>Coursework; Group project progress reports</td><td>0</td></tr></table> The formative coursework aims to prepare students for the summative assessments. The Term Project tests Learning Outcome 2, 3, and 4. The Final Examination tests Learning Outcome 1.		Summative:		First Assessment: Term project (group, 4000-4500 words; presentation of group project; individual peer evaluation and reflection)	70%	Final Assessment: Written Examination (essay-type questions)	30%	Formative:		Coursework; Group project progress reports	0
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Formative:												
Coursework; Group project progress reports	0											
INDICATIVE READING LIST:	REQUIRED MATERIAL:											

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

RECOMMENDED READING:

A. BOOKS

Cavusgil, S. T., Knight, G. and Riesenberger, J. (2020) *International Business: The New Realities*, 5th Edition, Harlow: Pearson Education.

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.

B. ARTICLES

Ancarani, F., Frels, J., 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.

Bondy, K. and Starkey, K. (2014) "The Dilemmas of Internationalization: Corporate Social Responsibility in the Multinational Corporation", *British Journal of Management*, 25(1), 4–22.

Buckley, P., & Casson, M. (2019). Decision-making in international business. *Journal of International Business Studies*, 50(8), 1424–1439. <https://doi.org/10.1057/s41267-019-00244-6>

Edwards, T., Sanchez-Mangas, R., Bélanger, J., & McDonnell, A. (2015). Why are some subsidiaries of multinationals the source of novel practices while others are not? National, corporate and functional influences. *British Journal of Management*, 26(2), 146-162. doi:10.1111/1467-8551.12090

Ferreira, J., & Ferreira, C. (2018). Challenges and opportunities of new retail horizons in emerging markets: The case of a rising coffee culture in china. *Business Horizons*, 61(5), 783-796. doi:10.1016/j.bushor.2018.06.001

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>

Hughes, M., Powell, T., Chung, L., & Mellahi, K. (2017). Institutional and resource-based explanations for subsidiary performance. *British Journal of Management*, 28(3), 407-424. doi:10.1111/1467-8551.12169

Husted, B. W. & Allen, D. B. (2006) "Corporate Social Responsibility in the multinational enterprise: Strategic and institutional approaches", *Journal of International Business Studies*, 37(6), 838-849.

Kale, P. and Singh, H. (2009) "Managing Strategic Alliances: What Do We Know Now, and Where Do We Go From Here?", *Academy of Management Perspectives*, 23(3), 45-62.

Kotler, P., Manrai, L. A., Lascu, D.-N., & Manrai, A. K. (2019). Influence of country and company characteristics on international

	<p>business decisions: A review, conceptual model, and propositions. <i>International Business Review</i>, 28(3), 482–498. https://doi.org/10.1016/j.ibusrev.2018.11.006</p> <p>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. <i>Business Horizons</i>, 61(6), 833-843.</p> <p>Saarikko, T., Westergren, U. H., & Blomquist, T. (2020). Digital transformation: five recommendations for the digitally conscious firm. <i>Business Horizons</i>, 63(6), 825–839. https://doi.org/10.1016/j.bushor.2020.07.005</p> <p>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. <i>Journal of Business Research</i>, 116, 188–192. https://doi.org/10.1016/j.jbusres.2020.05.026</p> <p>Super, J. F. (2020). Building innovative teams: leadership strategies across the various stages of team development. <i>Business Horizons</i>, 63(4), 553–563. https://doi.org/10.1016/j.bushor.2020.04.001</p> <p>Verbeke, A. (2020). Will the covid-19 pandemic really change the governance of global value chains? <i>British Journal of Management</i>, 31(3), 444–446. https://doi.org/10.1111/1467-8551.12422</p> <p>Yoder, S., Visich, J., & Rustambekov, E. (2016). Lessons learned from international expansion failures and successes. <i>Business Horizons</i>, 59(2), 233-243. doi:10.1016/j.bushor.2015.11.008</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	MS Office.
WWW RESOURCES:	<p>Students are expected to use the internet at their own discretion to select information on the individual project. Useful sources include:</p> <p> www.cnn.com www.bloomberg.com www.economist.com www.bbc.co.uk/news/business/ http://europe.wsj.com/home-page www.ft.com www.money.cnn.com www.reuters.com </p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. International business strategy 2. Country evaluation and selection 3. Modes of entry in foreign markets 4. Managing exports 5. The organization of international business 6. International marketing 7. Global operations and supply chain management 8. International human resource management 9. Corporate Social Responsibility and international business