

DEREE COLLEGE SYLLABUS FOR:		US CREDITS: 3/0/3							
IB 3199 CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS – LEVEL 5		UK CREDITS: 15							
(Updated Spring 2015)									
PREREQUISITES:	IB 2006 International Business								
CATALOG DESCRIPTION:	Current issues influencing international business, including, but not restricted to globalization, economic integration and trade liberalization, key actors involved in international business and ethical challenges in international business.								
RATIONALE:	This course equips students with conceptual and empirical insights necessary to discuss the causal relationships that unfold among the processes of trade liberalization, economic integration and globalization. In this context, this course offers an in-depth look into the roles of various actors involved with international business and their specific impact on shaping the business environment. The course exposes students to the political economy of the internationalization of business and offers a review of recent developments in the field. Students gain awareness and understanding of ethical challenges in international business. Through a focused analysis of case-studies the course illustrates theoretical debates with real-life examples. This course advances students’ knowledge of critical contextual issues shaping the international business environment and prepares them for higher level courses.								
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Elaborate on the conceptual frameworks pertinent to the processes of trade liberalization, economic integration and globalization. 2. Demonstrate in-depth knowledge and understanding of key developments, problems and issues shaping the field of international business. 3. Explain the role of the key global, regional, national and subnational actors, including multinational enterprises, in shaping the international business landscape. 4. Analyze different perspectives on ethically and socially sensitive issues in contemporary international business.								
METHOD OF TEACHING AND LEARNING:	In congruence with the learning and teaching strategy of the college, the following tools are used: ➤ Classes consist of lectures, video presentations, discussions revolving around the content of the assigned readings, problem solving exercises. Throughout the lectures students develop knowledge and understanding related to the subject content. Discussion and problem-solving exercises reinforce students’ cognitive and key transferable skills. Specialized video presentations familiarize students with professional skills and further develop their cognitive skills. ➤ 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 site, 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>Term project (individual, 1500-2000 words)</td><td>40%</td></tr><tr><td>Final Examination (2-hour, comprehensive) – essay-type questions</td><td>60%</td></tr></table>			Summative:		Term project (individual, 1500-2000 words)	40%	Final Examination (2-hour, comprehensive) – essay-type questions	60%
Summative:									
Term project (individual, 1500-2000 words)	40%								
Final Examination (2-hour, comprehensive) – essay-type questions	60%								

	<p>Formative:</p> <table border="1"> <tr> <td>"Diagnostic" coursework</td><td>0</td></tr> </table> <p>The formative test aims to prepare students for the summative assessments. The term project tests Learning Outcomes 1 and 2. The final examination tests Learning Outcomes 3, and 4.</p>	"Diagnostic" coursework	0
"Diagnostic" coursework	0		
INDICATIVE READING:	<p>REQUIRED MATERIAL: Broome, A. (2014) <i>Issues and Actors in the Global Political Economy</i>, Palgrave Macmillan.</p>		
RECOMMENDED MATERIAL:	<p>RECOMMENDED READING:</p> <p>Engel, J.S. (2015) Global Clusters of Innovation: Lessons from Silicon Valley, California Management Review, Vol. 57, No. 2, Winter 2015.</p> <p>Ramanna, K. (2015) Thin Political Markets: The Soft Underbelly of Capitalism, California Management Review, Vol. 57, No. 2 (Winter 2015), pp. 5-19.</p> <p>FT (2015) The World in 2015: Special Report, Financial Times, 21.01.2015, available at: http://www.ft.com/intl/reports/the-world</p> <p>Zhang, Ch., Gutman, J. (2015) Aid procurement and the development of local industry: A question for Africa, Paper No. 77, Global Working Papers, Brookings Institute June 2015, at: http://www.brookings.edu/research/papers/2015/06/04-aid-procurement-development-local-industry-africa-zhang-gutman</p> <p>UN (2013) Building The Post-2015 Business Engagement Architecture, United Nations Global Compact.</p> <p>Lucci, P. (2012) 'Post-2015 MDGs: What role for business?', Overseas Development Institute, available at: http://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/7702.pdf</p> <p>McKinsey (2015) 'Global growth: Can productivity save the day in an aging world?', McKinsey Global Institute, January 2015.</p> <p>Rewizorski, M. (2014) From Washington to St. Petersburg. Development of the G20 as a New Centre of Global Governance, Berlin: Logos.</p> <p>UN (2015) <i>World Economic Situation and Prospects 2015</i>, Report, United Nations, New York.</p> <p>Other materials recommended by the instructor throughout the semester.</p>		
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>		
COMMUNICATION REQUIREMENTS:	Effective verbal and written communication skills using proper English.		
SOFTWARE REQUIREMENTS:	Blackboard, MS Office, search engines.		
WWW RESOURCES:	<p>www.imf.org http://www.imf.org/external/ns/cs.aspx?id=29 http://www.oxfordenergy.org/articles.shtml http://www.worldbank.org/financialcrisis/ http://www.enterprisesurveys.org/ http://ec.europa.eu/economy_finance/index_en.htm http://www.bbc.co.uk/news/business/</p>		

	http://www.opec.org/opec_web/en/154.htm http://ppp.worldbank.org/public-private-partnership/agreements Other internet sources suggested by the instructor throughout the semester.
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Trade liberalization, economic integration, globalization 2. Key developments, issues and problems shaping the contemporary business environment 3. The key actors involved in the international business environment 4. The key ethical challenges and issues defining the international business landscape 5. Multinational enterprises: current issues and developments

