

DEREE COLLEGE SYLLABUS FOR: IB 4199 CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS

(Previously IB 3199 Contemporary Issues in IB - L5)

UK LEVEL: 6
UK CREDITS: 15
US CREDITS: 3/0/3

(Updated Fall 2021)

PREREQUISITES:

IB 2006 International Business

CATALOG DESCRIPTION:

Current developments in the field of international business. Emerging mechanisms of collaboration among key actors involved in international business. Focus on Sustainable Development Goals (SDGs) as the global framework for international business.

RATIONALE:

This module equips students with conceptual and empirical insights necessary to understand and elaborate on the causal relationships that unfold among the processes of trade liberalization, economic integration and globalization. Students acquire thorough knowledge of the role private and public actors play in international business. Focus on emerging markets, and the Global South, matched with an overview of developments in the developed world, give students a comprehensive, concept- and case-study driven, exposure to contemporary international business.

LEARNING OUTCOMES:

- As a result of taking this course, the student should be able to:
1. Assess key conceptual frameworks explaining the dynamics behind international business and the pace of its evolution.
 2. Examine the role of private and public actors involved in international business, including the modes and mechanisms of their interaction.
 3. Discuss key contemporary issues, developments and topics pertaining to international business today.

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.
 - 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:

Summative:

First Assessment: Term project (individual, 2300-2700 words)	60%
Final Assessment: Written examination (essay-type questions)	40%

Formative:

"Diagnostic" coursework	0
-------------------------	----------

	<p>The formative test aims to prepare students for the summative assessments. The term project tests Learning Outcome 3. The final examination tests Learning Outcomes 1, and 2.</p> <p>Students are required to resit failed assessments in this module.</p>
<p>INDICATIVE READING:</p>	<p>REQUIRED MATERIAL: O'Brien, R. & Williams, M. (2020) <i>Global Political Economy: Evolution and Dynamics</i>, Macmillan International, 6th Edition.</p>
<p>RECOMMENDED MATERIAL:</p>	<p>RECOMMENDED READING:</p> <p>A. BOOKS</p> <p>Morrison, J. (2020) <i>The Global Business Environment: Towards Sustainability?</i> Macmillan International, 5th Edition.</p> <p>Schmidt, M., Giovannucci, D., Palekhov, D., Hansmann, B. (Eds.) (2019) <i>Sustainable Global Value Chains</i>. Cham, Switzerland: Springer.</p> <p>Visvizi, A., Lytras, M.D., AlHalabi, & Zhang, X. (eds) (2019) <i>The New Silk Road leads through the Arab Peninsula: Mastering Global Business and Innovation</i>. Bingley, UK: Emerald Publishing.</p> <p>WEF (2021) <i>Global Risk Report</i>, Davos: World Economic Forum (WEF).</p> <p>B. ARTICLES</p> <p>Amato V. (2021) <i>The Sustainable Development Goals: A Framework for Business</i>. In: Taticchi P., Demartini M. (eds) <i>Corporate Sustainability in Practice. Management for Professionals</i>. Springer, Cham. https://doi.org/10.1007/978-3-030-56344-8_2</p> <p>Cham Sateesh. V. Shet (2020) <i>Strategic talent management – contemporary issues in international context</i>, <i>Human Resource Development International</i>, 23:1, 98-102, DOI: 10.1080/13678868.2019.1650324</p> <p>Chipp, K., Wocke, A., Strandberg, C. and Chiba, M. (2019), "Overcoming African institutional voids: market entry with networks", <i>European Business Review</i>, Vol. 31 No. 3, pp. 304-316. https://doi.org/10.1108/EBR-01-2018-0029</p> <p>Elia, S., Massini,S., Narula, R. (2019), <i>Modularity and entry mode choice: Mirroring technical and organizational architectures in business functions offshoring</i>, <i>Journal of Business Research</i> 103(2019): 417-431, https://doi.org/10.1016/j.jbusres.2017.11.034</p> <p>Falvey, R. & Foster-McGregor (2018) <i>N. North-South foreign direct investment and bilateral investment treaties</i>. <i>World Econ.</i>; 41: 2– 28. https://doi.org/10.1111/twec.12539</p> <p>Hajro, A., Caprar, D.V., Zikic, J., Stahl, G.K. (2021) <i>Global migrants:</i></p>

Understanding the implications for international business and management, *Journal of World Business*, 56(2): 101192, <https://doi.org/10.1016/j.jwb.2021.101192>.

Larimo J., Marinov M., Marinova S., Leposky T. (eds) (2019) *International Business and Emerging Economy Firms*. Palgrave Studies of Internationalization in Emerging Markets. Palgrave Macmillan,

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.

Monaghan, S., Tippmann, E. & Coviello, N. (2020) Born digitals: Thoughts on their internationalization and a research agenda. *J Int Bus Stud* 51, 11–22. <https://doi.org/10.1057/s41267-019-00290-0>

Nielsen B.B., Eden L., Verbeke A. (2020) Research Methods in International Business: Challenges and Advances. In: Eden L., Nielsen B., Verbeke A. (eds) *Research Methods in International Business*. JIBS Special Collections. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-22113-3_1

Pallavi R. (2016) Economic growth, the UN and the Global South: an unfulfilled promise, *Third World Quarterly*, 37:7, 1284-1297, DOI: 10.1080/01436597.2016.1154440

Prescott, J.E. and Filatotchev, I. (2021), The Business Model Phenomenon: Towards Theoretical Relevance. *J. Manage. Stud.*. <https://doi.org/10.1111/joms.12610>

Shams, R., Vrontis, D., Belyaeva, Z., Ferraris, A., Czinkota, M.R. (2020) Strategic agility in international business: A conceptual framework for “agile” multinationals, *Journal of International Management*, 100737, <https://doi.org/10.1016/j.intman.2020.100737>.

Troisi, O., Visvizi, A. and Grimaldi, M. (2021), "The different shades of innovation emergence in smart service systems: the case of Italian cluster for aerospace technology", *Journal of Business & Industrial Marketing*, <https://doi.org/10.1108/JBIM-02-2020-0091>

Van Zanten, J. A., & Van Tulder, R. (2018). Multinational enterprises and the Sustainable Development Goals: An institutional approach to corporate engagement. *Journal of International Business Policy*, 1(3), 208-233.

Verbeke, A. (2020). Will the covid-19 pandemic really change the governance of global value chains? *British Journal of Management*, 31(3), 444–446. <https://doi.org/10.1111/1467-8551.12422>

Wettstein, F., Giuliani, E., Santangelo, G. D., & Stahl, G. K. (2019). International business and human rights: A research agenda. *Journal of World Business*, 54(1), 54-65.

Witt, M. A. (2019). De-globalization: Theories, predictions, and opportunities for international business research. *Journal of*

	<p>International Business Studies, 50(7), 1053-1077.</p> <p>Other materials recommended by the instructor throughout the semester.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Effective verbal and written communication skills using proper English.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>MS Office</p>
<p>WWW RESOURCES:</p>	<p> www.imf.org https://unctad.org/en/Pages/themes.aspx http://www.worldbank.org http://ppp.worldbank.org/public-private-partnership/agreements https://ppp.worldbank.org/public-private-partnership/about-ppplrc-ppp-legal-resource-center https://www.ifc.org/wps/wcm/connect/corp_ext_content/ifc_external_corporate_site/home https://ec.europa.eu/eurostat/statistics-explained/index.php/Structural_business_statistics_overview https://www.emerald.com/insight/content/case-studies </p> <p>Other internet sources suggested by the instructor throughout the semester.</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Key concepts and conceptual frameworks (classic and novel) explaining the mechanisms driving international business 2. Key actors involved in international business and new modes of their interactions 3. New facets of FDI 4. Old and new markets and business opportunities 5. Emerging markets 6. The Global South 7. SDGs and the business sector involvement/International business as an actor in the context of the SDGs 8. Global climate change and resource depletion and international business 9. Diversity and multiculturalism in MNEs 10. Issues in Global Supply Chains (GVCs) 11. The impact of technology on international business