

## Syllabus INTERNATIONAL BUSINESS

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### **Course Description**

Of all the trends affecting global business today, three forces stand out as the most dynamic, the ones that will influence the shape of international business in the future: the rapid growth of regional free trade areas; the trend toward the acceptance of free market system among developing countries; and as a result of these two, the evolution of large emerging markets

It is less and less possible for business to avoid the influence of internalization of the each country's economy, the globalization of the world's markets, and the growth of new emerging markets. According to challenge of international to Nicholas Platt (in Ball et all, 2006, p.2), knowledge of the world is no longer a luxury, it is a necessity. The challenge of international business is to support the development of the strategic plan to anticipate that are competitive in the intensifying global business and market.

These and other issues affecting the introduction of the world's business and economy, trade, markets and competition will be discussed throughout this course.

### **Course Objectives**

This course is designed to develop skills and ability to deal effectively with introduction to the managerial problem in the field of international business. It seeks to develop the ability to make up one's mind and decide on what to do, to commit one's self intellectual to a position that can be defended against criticism. The cases are used as a device for decision making, not on the basis of speculation but on the basis of the relevant principles and conceptual framework in which the student has been prepared thoroughly through previous courses and reading

### **Reference**

Ball, DA et all, 2004, '*International Business: the Challenge of Global Competition*', 9<sup>th</sup> edition, New York: McGraw Hill-Irwin International, Inc. (BA)

**Components to Evaluating the Students' Performance**

No.	Components	Points
1.	Participation and discussion (weekly class)	15
2.	Weekly Written Assignment and Presentation (WWAP): Options: Internet Exercise, Current Relevant Articles and Minicase (500 words)	20
3.	Presentation of the Chapters Assigned ((PCA)	15
4.	Mid-term Exam (ME)	20
5.	Final-term Exam(FE)	20
6.	Paper (1500-3000 words)	15

**Schedule of Topics, Activities, and Material**

Week	Topic	Activities	Material
1	Introduction, Syllabus, Review Introduction to Business & the Rapid Changes of International Business	Briefing and Lecture	BA1
2	Trading and Investing in International Business Economic Theories of International Business	Lecture, Presentation, and Discussion	BA2, BA3, WWAP2&3, PCA3
3	The Dynamics of International Organizations Understanding the International Monetary System	Lecture, Presentation, and Discussion	BA4, BA5, WWAP4&5, PCA5
4	Financial Forces: Influencing International Business Economic and Socioeconomic Forces	Lecture, Presentation, and Discussion	BA6, BA7, WWAP6&7, PCA7
5	Physical and Environmental Forces Sociocultural Forces	Lecture, Presentation, and Discussion	BA8, BA9, WWAP8&9, PCA8
6	Political Forces Legal Forces	Lecture, Presentation, and Discussion	BA10, BA11, WWAP10&11, PCA11
7	Labor Forces	Lecture and Discussion	BA12, WWAP12
8	<b>Mid-term Exam</b>	Written Exam	BA1-BA12
9	Competitive Forces	Lecture, Presentation, and Discussion	BA13, WWAP12
10	International Strategy, Organizational Design, and Control	Lecture, Presentation, and Discussion	BA14, WWAP14
11	Assessing and Analyzing Markets Marketing Internationally	Lecture, Presentation, and Discussion	BA15, BA16, WWAP15&16, PCA16
12	Export and Import Practices	Lecture, Presentation, and Discussion	BA17 WWAP17
13	Human Resource Management	Lecture, Presentation, and Discussion	BA18, WWAP18
14	Financial Management	Lecture, Presentation, and Discussion	BA19, WWAP19
15	Global Operations Management: the Third Industrial Revolution	Lecture, Presentation, and Discussion	BA20, WWAP20
16	<b>Final-term Exam</b>	Written Exam	BA13-BA20