**International Business**

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| Course code | *MNG 108* |
| Compulsory in the programmes | *International Business and Communication, Business Management and*  *Marketing* |
| Level of studies | *Undergraduate* |
| Number of credits | *6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)* |
| Course coordinator | *Hubert Zydorek* |
| Prerequisites | *None* |
| Language of instruction | *English* |

**THE AIM OF THE COURSE:**

The course aims to introduce students to the main concepts of international business. In the new millennium, the drive of most businesses is to “go global.” The trade and investment barriers have been easing and we are witnessing the emerging of more companies into international markets. However, with such expansion, there are opportunities as well as challenges that students of international studies need to understand. In this course, students will familiarize themselves with various controllable and uncontrollable business environments and will develop an understanding of managing international businesses in such environments. Furthermore, students through various cultural dimensions will be able to understand the multicultural aspects of international businesses as well as the ethical responsibilities of international firms.

**MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS**

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| Course level learning outcomes (objectives) | Degree level learning objectives | Assessment methods | Teaching methods |
| CLO1. Introduce students to internal and external forces influencing international businesses | BLO1.1. BLO2.1. | Midterm test, coursework/ presentation | Lecture |
| CLO2. Identify dynamics and direction of international trade and foreign direct investment | BLO2.1. BLO4.1. | Midterm test, final exam | Lecture and Seminar |
| CLO3. Compare and contrast various trade theories that explain the benefit and challenges of international trade and foreign direct investment | BLO1.2. BLO2.1. BLO4.1. BLO4.2 | Midterm test, final exam, Coursework/ presentation | Seminar |
| CLO4. Explain multicultural aspects of international business and the cultural dimensions that indicate the cultural behavior of international business organizations | BLO1.1. BLO2.1. | Midterm test, final exam, Coursework/ presentation | Lecture and Seminar |
| CLO5. Analyze objectives of international business assignments and explain the role of expatriates in today’s global business environment | BLO1.1. BLO2.1. | Midterm test, final exam, Coursework/ presentation | Lecture and Seminar |
| CLO6. Examine the role of International organizations and institutions that affect international business operations | BLO1.2. BLO2.1. BLO4.2. BLO4.2. | Midterm test, coursework/ presentation, final exam | Lecture and Seminar |
| CLO7. Explain intellectual property rights and other legal forces | BLO1.2. BLO2.1. BLO4.1. BLO4.2. | Midterm test, coursework/ presentation, final exam | Seminar |
| CLO8. Examine assessment techniques and entry modes into international markets | BLO1.2. BLO2.1. BLO4.1. BLO4.2. | Midterm test, coursework/ presentation, final exam | Lecture and Seminar |

**ACADEMIC HONESTY AND INTEGRITY**

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

**COURSE OUTLINE**

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| **Topic** | **In-class hours** | **Readings** |
| **Introduction to the IB Course**  *(Basic definitions, module aims, structure, requirements, assessment criteria, reading list)* | 2 | Globalization, Global Issues, Global Citizenship and Leadership  Global Economic Indicators, Trends and Current Events |
| **Module 1 - The challenging context of international business**  *Why International/Global Business matters?*  *Global Talent (Skills and Competencies)* | 4 | Geringer, McNett, Minor & Ball – Module 1 |
| **Module 2 - International trade and foreign direct investments**  *Overview of theories, discussion on direction and volume of international trade. Discuss impact of COVID-19 on supply chain and international trade.* | 4 | Geringer, McNett, Minor & Ball – Module 2 |
| **Module 3 - Sociocultural Forces**  *Introduction to cultural dimensions. Compare and contrast cultural dimensions for various countries. Understand the importance of Cultural Intelligence (CQ)* | 4 | Geringer, McNett, Minor & Ball – Module 3 |
| **Module 4 - Sustainability and Natural Resources**  *Overview of Sustainability trends and UN Sustainable Development Goals (SDGs). Discussion on SDG projects and relevance for countries* | 4 | Geringer, McNett, Minor & Ball – Module 4 |
| **Module A – International Institutions from a Business Perspective**  *Overview of international institutions and discussion about the importance of international institutions to business decision makers.* | 4 | Geringer, McNett, Minor & Ball – Module A |
| **Mid-Term Examination** | 2 |  |
| **Module 6 - Intellectual property and other legal forces**  *Discuss various legal systems, relevance of Intellectual Property (IP), and review the process and benefits of trademark registration.* | 4 | Geringer, McNett, Minor & Ball – Module 6 |
| **Module 11 – Global Leadership Issues and Practices**  *Discuss various approaches for developing effective global leaders and describe global leadership skills.* | 4 | Geringer, McNett, Minor & Ball – Module 11 |
| **Module 12 – International Markets: Assessment and Entry Modes**  *Discuss various strategies through which companies assess foreign markets and make decision how to enter them.* | 4 | Geringer, McNett, Minor & Ball – Module 12 |
| **Module 13 - Marketing Internationally**  *Discuss standardization and localization of products and services for international markets. Review cases of successful and failed international marketing strategies.* | 4 | Geringer, McNett, Minor & Ball – Module 13 |
| **Module 14 - Managing Human Resources in International Context**  *Discuss international HR approaches and discuss strategy of sourcing global talent. Discuss leading global teams virtually.* | 4 | Geringer, McNett, Minor & Ball – Module 14 |
| **Impact of Global Mobility/Global Talent on your professional career**  *Discuss global mobility trends and relevance for student careers. Impact of COVID-19 on global talent and mobility.* | 4 | Selected industry research |
|  | **Total: 48 hours** |  |
| CONSULTATIONS | 6 |  |
| FINAL EXAM | 2 |  |

**FINAL GRADE COMPOSITION**

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| **Type of assignment** | **%** |
| *Group Components 20%* |  |
| Presentation grade | 20 |
| *Individual Components 80%* |  |
| Mid-Term Exam | 40 |
| Final Exam | 40 |
| **Total:** | **100** |

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

The lecturer reserves the right to choose the form of the exam. Details about the structure of the exam and the grading policy will be presented on the first day of the lectures and will be published online.

The presentations will take place during the seminars. Students will be asked to present/ oppose on a given topic. Details about the presentation scope and the grading policy will be presented on the first day of the lectures and will be published online.

**RETAKE POLICY**

If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their right of retake. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. It will be held during the last week of the exam session and will replace the 80% of the mid-term and the final exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given. The lecturer reserves the right to choose the form of the exam.

**ADDITIONAL REMARKS**

For each seminar, a paper will have to be read by students in advance. (papers will be uploaded 5 working days in advance.)

Attendance and participation in the lectures and seminars are not obligatory, however strongly recommended. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.

Bonus points. The instructor has the right to award active students with up to 0,2 extra (grade) points. These “bonus points” will be only be awarded to students whose (rounded) final grade would increase after all.

Specific rules apply for in-class/online presentations.

* 1. Presentations can neither be re-scheduled nor be retaken. Students failing to sign up for a presentation or failing to show up for the presentation, will be allowed to submit an individual written paper on a given topic at the end of the semester (within one week after last lecture). Paper requirements: 1000 -1200 words/ proper APA standards/ specific rules apply.
  2. In case of serious reasons, individual students may be allowed to switch with another student. Students are responsible for arranging the changes and must inform the lecturer MINIMUM 1 week in advance.
  3. Within one week of the day of the presentation, each group will receive an evaluation.

Due to the dynamic nature of the content of the course additional material can be assigned during the course. In case of unforeseen events the schedule will be adapted. The lecturer is trying to include actual and relevant materials – therefore the reading list may differ. Slide handouts and readings will be prepared for each class and available for download. The slides are the intellectual property of teaching instructor and students may not distribute or duplicate these notes without written consent.

**REQUIRED READINGS**

Selected modules from Michael Geringer J., Jeanne M. McNett, Michael Minor and Donald A. Ball, *International*  *Business* 2nd Edition, McGraw Hill Irwin, Inc., 2015, **ISBN:** 9781259685224

**ADDITIONAL READINGS**

Selected readings from business journals and industry reports assigned on the first day of instruction.

**ANNEX**

**DEGREE LEVEL LEARNING OBJECTIVES**

**Learning objectives for the Bachelor of Business Management**

*Programmes:*

*International Business and Communication,*

*Business Management and Marketing, Finance,*

*Industrial Technology Management*

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| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | BLO1.1. Students will be able to understand core concepts and methods in the business disciplines |
| BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions |
| Students will be socially responsible in their related discipline | BLO2.1. Students will be knowledgeable about ethics and social responsibility |
| Students will be technology agile | BLO3.1. Students will demonstrate proficiency in common business software packages |
| BLO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| BLO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| BLO4.3. Students will be able to convey their ideas effectively in a written paper |

**Learning objectives for the Bachelor of Social Science**

*Programmes:*

*Economics and Data Analytics,*

*Economics and Politics*

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| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines |
| ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements |
| Students will have skills to employ economic thought for the common good | ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving |
| Students will be technology agile | ELO3.1. Students will demonstrate proficiency in common business software packages |
| ELO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| ELO4.2.Students will be able to convey their ideas effectively through an oral presentation |
| ELO4.3. Students will be able to convey their ideas effectively in a written paper |