INTERNATIONAL BUSINESS

|  |  |
| --- | --- |
| Course code | *MNG108* |
| 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 (title and name) | *Prof. Dr. Xiaotian Zhang* |
| Prerequisites | *Intro to Business / Management / Marketing* |
| Language of instruction | *English* |

**THE AIM OF THE COURSE:**

In the 21st century, the world is more globally integrated than ever before, meaning individuals and organizations going to be involved in international business need knowledge, skills and competencies to perform in highly dynamic conditions. Furthermore, with the rapid technological advancement in the era of 5G/6G, business managers and leaders are highly sought after to understand the opportunities within a global market. This course of International Business aims to introduce students to the strategic and entrepreneurial aspects of international business. It is primarily concerned with the organization's internationalization process and business models, focusing on solving its development challenges in a complex context. The course also demonstrates and illustrates new and novel entrepreneurial opportunities within technological progress and the fast-growing emerging markets.

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

|  |  |  |  |
| --- | --- | --- | --- |
| Course level learning outcomes (objectives) | Learning objectives for BSc in Business Management | Assessment methods | Teaching methods |
| CLO1. Consolidate theories related to internationalization and international entrepreneurship by applying them to entrepreneurial simulations and practices | BLO1.1  BLO1.2  BLO2.1 | Midterm test, coursework, presentation, final exam | Lectures, seminars, group task, self-study |
| CLO2. Be able to explain and analyze firms' internationalization processes and their nonlinearities and make market entry and exit decisions in a complex context. | BLO1.1  BLO2.1  BLO4.1  BLO4.2 | Midterm test, coursework, presentation, final exam | Lectures, seminars, group task, self-study |
| CLO3. Be able to illustrate and analyze firms' international operational strategies in cross-national and cross-cultural settings. | BLO1.2  BLO2.1  BLO3.1  BLO3.2  BLO4.1  BLO4.2 | Midterm test, coursework, presentation, final exam | Lectures, seminars, group task, self-study |
| CLO4. Examine business models of various types of multinational corporations and analyze their development. | BLO1.2  BLO3.1  BLO3.2  BLO4.1  BLO4.2 | Midterm test, coursework, presentation, final exam | Lectures, seminars, group task, self-study |
| CLO5. Identify new international entrepreneurial opportunities in the era of 5G/6G. | BLO1.2  BLO2.1  BLO3.1  BLO3.2  BLO4.1  BLO4.2 | Midterm test, coursework, presentation, final exam | Lectures, seminars, group task, self-study |
| CLO6. Be able to design and develop international operation strategies for firms entering emerging markets. | BLO1.2  BLO2.1  BLO3.1  BLO3.2  BLO4.1  BLO4.2 | Midterm test, coursework, presentation, final exam | Lectures, seminars, group task, self-study |

**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**

|  |  |  |
| --- | --- | --- |
| **Topic** | **In-class hours** | **Readings** |
| **International Business and Mega Trends**  *(Understand the world we are in and the market environment we are operating our businesses)* | 2 | Obligatory reading 1; Optional readings; course slides |
| **Internationalization Process I**  *(Internationalization motives, strategies, entry process, nonlinearities, etc)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **Internationalization Process II**  *(Expansion and operational strategies)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **International Business and Business Models**  *(Business models, business model innovations, international platform businesses)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **International E-commerce and Practices**  *(E-commerce, E-marketplace, E-marketing and sales, etc)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **International E-commerce Simulations & Case Studies**  *(Launch E-commerce project and market entry strategies, create a sub-division of E-commerce within a MNC)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **Mid-term**  *Mid term exam & exam review* | 2 | N/A |
| **International Business in the Era of 5G/6G**  *(Introduction to 5G/6G era and 6G flagship project, apply IB to 6G innovation context)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **IB Strategies in Emerging Markets**  *(Market analysis, market entry, entry strategies, etc)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **Decision Making in International Expansion & Case Studies**  *(International business operations and decision making, simulation and case studies)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **IB & IE Research & Case Studies**  *(Research in international business and international entrepreneurship, case analysis)* | 4 | Obligatory reading 1; Optional readings; course slides |
| **IB Simulation and Project Presentations**  *(International business operation simulation and presentation of the final projects, reviews and feedback, course summaries, exam tips)* | 4 | Course slides |
| **Course Summary** | 4 | Obligatory reading 1; Optional readings; course slides |
|  | **Total: 48 hours** |  |
| CONSULTATIONS | 6 |  |
| FINAL EXAM | 2 |  |

\* Means that only material/parts of the chapter, which was covered during, lectures are relevant for the exam.

\*\* Relevant articles and papers will be uploaded and provided via e-learning.

**FINAL GRADE COMPOSITION**

|  |  |
| --- | --- |
| **Type of assignment** | **%** |
| *Group Components* 20*%* |  |
| Group Presentation | 20 |
| *Individual Components 80%* |  |
| Midterm exam | 40 |
| Final exam | 40 |
| **Total:** | **100** |

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

*(Provide short descriptions and grading criteria of each assignment)*

1. The final exam will account for 40% of the final grade. The final exam will include topics after session 6. All the materials that were covered during the lectures and seminars are relevant for the mid-term exam (including the articles presented by students).
2. The mid-term test (40%) will include the topics before session 7. All the materials that were covered during the lectures and seminars are relevant for the mid-term exam (including the articles presented by students).
3. Presentation grade (20%). Students will be asked to present a selected article, which will be provided by the instructors (always 5 working days)

**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 exams (mid-term and final). 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 (multiple choice/ open answer questions/ essay).

**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 0,5 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**

1. Michael Geringer J., Jeanne M. McNett, Michael Minor and Donald A. Ball, *International Business* 2nd Edition, McGraw Hill Irwin, Inc., 2015, ISBN: 9781259685224
2. Additional readings will be assigned prior to class

**ADDITIONAL READINGS**

1. Welch, L, Benito, G & S Petersen, B. (2007). Foreign Operation Methods. Theory, analysis, strategy. Edward Elgar Publishing Ltd. Cheltenham.
2. Verbeke, Alain (2013), International business strategy: Rethinking the foundations of global corporate success (2nd ed.). Cambridge: Cambridge University Press.
3. Peng, Mike W. (2014), Global strategic management (3rd ed.). Mason, OH: South Western Cengage Learning.

**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*

|  |  |
| --- | --- |
| **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*

|  |  |
| --- | --- |
| **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 |