

International Business (2023-2024)

Course title:

International Business

Staff responsible for the course:

Claire Roturier

Lecturers:

Professor Karyn Elizabeth Suárez

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

*You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... **(This description should not take more than ten lines)***

At the end of the course, the student should be able to:

By the end of the course, students will have developed a strong foundation in international business concepts, enabling them to analyze global business environments, devise effective strategies, and make informed decisions in the international marketplace.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

*Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). **(This description should not take more than five lines)***

Preliminary Skills Needed:

1. Foundational Knowledge: A solid understanding of basic business concepts and principles is essential.
2. Research and Analytical Skills: Proficiency in gathering information, analyzing data, and drawing insights to comprehend global business dynamics.
3. Communication Skills: Effective written and verbal communication to engage in discussions, presentations, and cross-cultural interactions.
4. Critical Thinking: The ability to think critically and evaluate complex international business scenarios.
5. Digital Literacy: Familiarity with digital tools and resources for online learning and research.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

The online International Business course is tailored for students aiming to grasp the intricacies of the global business landscape. It covers key concepts, globalization's drivers and impacts, economic factors in international trade, market entry strategies, strategic decision-making, and human resource considerations in an international context and ethics and sustainability exploring emerging trends in international business.

Introduction to International Business

- Definition and scope of international business
- Evolution and importance of international business
- Key theories and frameworks in international business

Globalization and its Impact on International Business

- Drivers of globalization
- The impact of globalization on businesses
- Opportunities and challenges in the global market

Political, Legal, and Cultural Environment

- Political systems and their influence on international business
- Legal frameworks and regulations in global markets
- Cultural dimensions and their implications for international business

Economic Environment and International Trade

- Global economic systems and their impact on international business
- Trade theories and patterns
- Trade policies, barriers, and agreements

International Business Strategy

- Formulating international business strategies
- Market selection and entry strategies
- Competitive positioning in global markets

International Marketing and Consumer Behavior

- Global marketing environment and trends
- Product and service strategies in international markets
- Cross-cultural consumer behavior and market segmentation

International Human Resource Management

- Global staffing and talent management
- Cross-cultural communication and negotiation
- Expatriate management and global leadership

Corporate Social Responsibility and Ethics in International Business

- Ethical issues in the global business environment
- Corporate social responsibility (CSR) and sustainability
- Balancing profitability and social impact in international business

Emerging Trends and Future of International Business

- Technological advancements and digital transformation
- Globalization challenges and responses
- Future prospects and opportunities in international business

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	30	
- <i>Tutorials</i>		
- <i>Coaching</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>		
- <i>Research</i>	2	
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		

- Group Projects	3	
- Individual Projects	3	
- Personal work	3	
Total working time for the student	41	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- X E-Learning and/or Self-learning
- X Interactive courses
- X Presentations
- X Projects
- X Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

Online course will consist of one midterm multiple choice, short essay exam. A final group project and group presentation. The course will also weigh importance on the class participation where students will be required to work on various ongoing real life case studies, role play simulations, virtual debates, and overall discussions.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)	30-40 min	1	30%
	Participation (PARTN), Case studies, debates, role plays	ongoing	ongoing	20%
	MCQ			
<u>Final exam</u>	Group Oral final exam (ORAL)	10-12min presentation	1	20%
	Group Written final exam (ENDT)		1	30%
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
World Trade Org	www.wto.org
International Monetary Fund (IMF)	www.imf.org
United Nations Conference on Trade and Development (UNCTAD)	www.unctad.org
Journal of International Business Studies (JIBS)	www.journals.elsevier.com/journal-of-international-business-studies
Forbes	www.forbes.com
World Economic Forum (WEF)	www.weforum.org