

International Business

UCONN Study Abroad Programme

Course Outlines

Instructor: Dr Oussama Baher

Location: London, UK

Course Overview and Learning Outcomes

This course is designed to provide a broad understanding of international business and an awareness of the global environment. It aims to introduce to students with the main concepts of the discipline and to provide them with the main tools for a critical understanding of the subject. We will study some fundamental theoretical perspectives including theories of specialisation, statics and dynamics of trade with the Product Life Cycle Model, the Diamond of National Competitive Advantage Theory and the Factor Mobility theory. International economic and trade economy aspects including trade theories and theories of comparative advantages. Economic factors influencing MNEs' strategies and trade operations such as foreign exchange rate mechanisms. Particular attention will also be devoted to the role of international organisations like the IMF and the WTO and supranational institutions like the EU. Part of the course will focus on the analysis of the behaviour and the strategies of enterprises under several aspects. We will discuss about the implications that cultural differences and different legal and economic systems have on MNE operations. Furthermore, we will look at the MNEs strategies in the foreign market from companies' evaluations of country operations to their strategic approaches to exporting and importing including problems and pitfalls and resources and assistance.

Learning outcomes

Students are expected to:

- Understand the fundamental concepts and theories of international business
- Develop an awareness of international political, economic, and cultural issues
- Examine the opportunities and challenges in the current global economy
- Understand the strategies and behaviors of multinational enterprises

Required Reading Material

- Daniels, J.D., Radebaugh, L.H. and Sullivan, D., *International Business: Environments and Operations* (International edition, 14th edition) (London: Pearson Education, 2012).
- International Business Reports from OECD, Central Banks and other academic sources (see Gdrive weekly material)

Recommended Reading Material

- Morrisson J. , *International Business Environment*, Bloomsbury Publishing (2017)
- Dicken P., *Global Shift: Mapping the Changing Contours of the World Economy* (7th edition), Sage Publication.

Assessment modes:

Engagement and participation: 15%

Mid-Term test: 30%

Students' Presentation: 25%

Final Exam: 30%

Delivery methods:

Lectures

This course employs multiple methodologies such as lecturing, class discussion, case analyses, simulation, and professional presentations. Lectures are used to outline and clarify major issues of international business. Class discussion and case analyses are intended to facilitate interactions and expand knowledge. Presentations and professional seminars encourage students to apply related business knowledge and develop working skills.

Students' Presentations

Student presentation form part of the active learning approach in higher education. The students' workshop represents an opportunity for students to develop and ameliorate their presentation and analytical skills, particularly in relationship to International Business topics.

The students' workshop is based on a sort of simulation environment. Each group of students form part of a research and business advisors working for an investment bank and or a MNE. The lack of time characterising the under-pressure schedule of a typical investment bank professional or a CEO is a common constraint that makes difficult to be acknowledged about several issues especially in relationship to business reports and strategies. Hence, the "workshop" is an opportunity for each "advisor" (student) to update the knowledge of the other colleagues (students) on a particular topic (i.e. Reports from OECD, WTO, ECB and

other Central banks and academic sources). With the use of slides, each student (advisor) will have the opportunity to present a business report issued by different sources and institutions. The workshop will be set as it follows:

- The presentations will take place during the weekly sessions.
- 15 minutes students' presentation and up to 15 minutes Open Discussion.

The material for the presentation is indicated and provided in advance.

Usually the student's presentation is also an opportunity for some students to increase their marks and to be more constructively engaged with the topics.

Schedule of the Sessions (The order of the list is indicative)

1. Introduction, International Business and Globalisation (Ch.1) - OB
2. Economic systems and market methods (Ch.4) - OB
3. Cultural Differences (Ch.2)- NC.
4. Political and Legal Systems (Ch.3)- NC
5. Trade and Factors Mobility (Ch.5) – NC
6. Mid-term exam - OB
7. Economic integration and Cooperation (Ch.7)- NC
8. Strategies for International Business- NC
9. Professional Guest Speaker
10. Markets of foreign exchange (Selections from Ch.8, Ch.9)- OB
11. Global financing (Ch 10)- OB
12. Forms of ownership of foreign production (Ch 15)- OB
13. Practice and Revision
14. Final Exam - OB