



COURSE SYLLABUS

COURSE TITLE:	International Business	COURSE CODE:	MGMT180
PREREQUISITES:	MGMT110	SEMESTER:	SPRING 2020
INSTRUCTOR:	Angelo Baltzan	CREDITS:	3
EMAIL:	angelo@baltzan.eu	SCHEDULE:	GR1: Tuesday 8h30-11h30 GR2: Tuesday 12h30-15h30

COURSE DESCRIPTION:

This course consists of lectures, individual and group exercises, case studies, and presentations. The focus will be on applying learned knowledge about the international economy, trade system, and effects on business today, in practical scenarios.

COURSE OBJECTIVES:

The objective of this course is to provide students with a basic understanding and application of the main factors affecting international business. Using a mix of theory, cases, and current world events, this course will provide students with a pragmatic view and understanding of what it takes for MNEs to thrive in an international environment today. Students will be prepared for being operational in International Business as they continue their studies and progress in their professional lives.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the need and stakes of International Business
- Be familiar with basic principles and mechanisms of International Business
- Upon entering a professional environment, be able to pull different concepts in order to apply them to business reality
- Grasp the multitude of elements affecting International Business such as marketing, finance, culture, and languages



MANDATORY TEXTBOOK:

International Business: Competing in the Global Marketplace
9th edition, Charles W. L. Hill. ISBN 978-0-07-802924-0



EVALUATIONS:

The final grade will be determined as follows:

- Class Participation 10%
- Individual Case Studies 15%
- Midterm 25%
- Final Exam 50%

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

GRADING CRITERIA:

Grades will be based on the standard ABS Grading Rubrics available on become.

COURSE SCHEDULE:

Dates	Reading/Classwork/ Homework	Topic
Session 1 28 January		<ul style="list-style-type: none"> • Syllabus presentation • Class rules of engagement • Course schedule • Groups formation International Business Introduction - Definition - International Trade Theory
Session 2 4 February	Video / Case Study Is Trump's New NAFTA In Trouble?	The Bretton Woods system International & Regional Trade Agreements - Regional Economic Integration
Session 3 11 February	Video / Case Study Hong Kong Protest Violence Draws Stark Contrast to China's Anniversary Party	Political Economy - National Differences in Political, Economic, and Legal Systems
Session 4 18 February	Video / Case Study <i>Amazon India Launces Hindi App, Website to Address Additional 100 Million Customers</i>	Cultural Differences
Session 5 25 February	Case Study Lead in Toys and Drinking Water	Ethics In IB
Session 6 3 March	Video / Case Study Academic Study Concludes Exxon Mobil Mised on Climate Change	Corporate Social Responsibility, and Sustainability



Session 7 10 March	Midterm	Case Study – in groups – presentation
17 March	No class	
24 March	No class	
Session 8 31 March	Video / Case Study European Factories At Risk In PSA- Fiat Merger	Foreign direct investment (FDI)
Session 9 7 April	Video / Case Study UK - Anxious Times For Pre-Brexit Economy - answers	Foreign Exchange Market International Monetary System Global Capital Market
Session 10 14 April	Case Study Siemens and Global Competitiveness	The Strategy of International Business <i>- Entry Strategy and Strategic Alliances</i>
21 April	No class	
Session 11 28 April	Video / Case Study Why Ford and Other American Cars Don't Sell In Japan	Business Operations <i>- Global Marketing and R&D</i> <i>- Global Human Resource Management</i>
Session 12 5 May	Final Exam	

The schedule of Final Exams will be confirmed and published by 31 March 2020. The last day of the semester is 15 May 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.