

INTERNATIONAL BUSINESS

Total length of the module: 45 hours

Length of each session: 3 h

Number of sessions: 15

INTRODUCTION TO THE COURSE

Although international business has been important for decades, its impact on our lives has been more visible in the recent years. I am presently typing this syllabus in a computer manufactured by an American corporation (H-P), many of whose components are produced in Taiwan or mainland China. The computer was assembled in the Czech Republic and purchased to the Spanish HP subsidiary in an Internet Auction conducted by an American firm (Ebay). A few minutes ago, a courier delivered me the latest International Business book I ordered a week ago from a UK Internet-bookstore.

Why this complex network of business corporations that spread across the countries? Why now and not before? Why we should study international business differently as regular business? This course will provide an overview of the challenges facing businesses as they compete on the global playing field.

We shall start the course focusing on the economic foundations of international business. Next we will consider the main forces that shape business across countries: political, economic, cultural and legal forces. The last part of the course will analyse the internal aspects of a firm oriented towards international business.

At the end of the course you should be able to:

1. Understand the most widely used international business terms and concepts.
2. Identify the role and impact of political, economical, social and cultural variables in international business.
3. Analyse international business from a multi-centric perspective, avoiding ethnocentrism.

REQUIREMENTS

- Fluent in English
- General Geography

CONTENTS

The subject is divided in 15 different topics which appear in the provided documentation:

1. Globalisation
2. Country Differences in Political Economy
3. Differences in Culture
4. Political economy of international trade
5. FDI (Foreign Direct Investment)
6. Regional Economic Integration
7. The international Monetary System
8. The strategy of International Business.
9. The organisation in International Business.
10. Entry strategies and strategic alliances
11. Exporting and Importing
12. Global Marketing and R&D
13. Global Human Resource Management
14. Cost Analysis, Quotations and Factoring
15. Payment Systems in International Business.

GRADING

Mid-term exam: 20%. The mid-term exam evaluates students orally on conceptual knowledge.

Final exam 30%. This exam covers a comprehensive part of the subject. It will cover problem solving related to several case studies.

Project: 30% This is a practical project which is conducted at team-work level. The students will research about doing business, investments, exporting, importing etc. in an emergent economy. (Lesser developed country)

Class participation: 20% It is understood that class participation includes class attendance, appropriate readings, positive and mature attitude towards the subject.

BIBLIOGRAPHY

- Building an Export-Import Business. Kenneth D. Weiss, Wiley, 2008.
- The Blue Ocean Strategy. Chan Kim/Renée Maugbourne. Verticales de Bolsillo. 2006

- International Business. Competing in the Global Marketplace. Charles W.Hill, 2007.
- Redefining Global Strategy. Pankaj Ghemawat. Harvard Business School Press, 2007.