

International Business

UConn Study Abroad Programme

Course Outlines

Term: Fall Location: London, UK

Course Overview and Learning Outcomes

This course provides a comprehensive introduction to International Business (IB), covering essential topics that aspiring IB managers should understand. The curriculum begins by examining the broader context of global business, exploring the concepts of globalization and de-globalization in the current geopolitical landscape. It analyzes the global competitive environment where companies of various sizes, from multinational enterprises to small and medium-sized businesses, vie for market share.

The course will focus from the broader global business environment to the internal strategies and operations of international firms. Key topics covered include international business strategies for entering developed and developing markets, as well as optimizing global production and supply chain management. Additionally, the course examines marketing strategies tailored for international markets and highlights the critical role of research and development in driving business success. Overall, the curriculum aims to provide students with a comprehensive understanding of how companies can effectively organize their internal operations, from market entry decisions to managing global supply chains and employees, equipping future managers with the tools needed to navigate the complexities of running a multinational enterprise. The course will combine both formative classroom activities such as case analysis, including videos and simulations.

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 in relation to global changes in politics
- Understand the strategies and behaviors of multinational enterprises in terms of both a micro and macro level analysis

Required Reading Material

Hill (2022) 12th edition. *Global Business Today*. Toronto: McGraw-Hill.

Available here:

<https://blackwells.co.uk/bookshop/product/Global-Business-Today-by-Charles-W-L-Hill/9781266103148>

<https://www.mheducation.com/highered/product/global-business-today-hill/M9781264067503.html>Links to an external site.

ISBN10: 126406750X | ISBN13: 9781264067503

Recommended Reading Material

- To be provided weekly by the instructor.

Assessment modes:

Mid-Term exam: 30%

Students' Presentation: 30%

Final Exam: 40%

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. You will be given formative presentation topics per week. The students' workshop is based on a sort of simulation environment.. Hence, the "workshop" is an opportunity for each "advisor" (student) to update the knowledge of the other colleagues (students) on a particular topic (e.g. the changing notions of culture in IB).

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)

Fall Semester		
Week	Topic	Reading
1	Course introduction and topic 1: Globalization	Chapter 1, Global Business Today (2021)
2	National differences in political, economic, and legal systems	Chapter 2
3	National differences in economic development	Chapter 3
4	Differences in culture	Chapter 4
5	Ethics, corporate social responsibility, and sustainability	Chapter 5
6	Government policy, international trade, and regional economic integration	Chapters 7, 9
7	Foreign direct investment	Chapter 8
8	The strategy of international business, strategic alliances, and entry strategies	Chapters 12, 13
9	READING WEEK	
10	Global production and supply chain management	Chapter 15
11	International institutions and international business	Chapters 1, 7, 11
12	International product development and marketing	Chapter 16
13	Global human resource management	Chapter 17
14	Final week. To be used for feedback and review	