

## COURSE SYLLABUS

<b>COURSE TITLE:</b>	INTERNATIONAL BUSINESS	<b>COURSE CODE:</b>	MGMT230
<b>PREREQUISITES:</b>	History, basic principles of economics	<b>SEMESTER:</b>	SPRING 2017
<b>INSTRUCTOR:</b>	Mrs Rany PATOUT	<b>CREDITS:</b>	3
<b>EMAIL:</b>	<a href="mailto:rpatout@groupe-igs.fr">rpatout@groupe-igs.fr</a>	<b>SCHEDULE:</b>	Tuesday GR1 14h30-17h30 GR2 17h30-20h30

### COURSE DESCRIPTION:

This course will be a series of lectures, class presentations & class exercises. Monitoring international news will also be required on different topics, every week.

### COURSE OBJECTIVES:

It is hoped that the students will understand how and why they have to take into account the international environment (economic, political, cultural and legal) while doing business in foreign countries. The students will then better determine the reasons of success and failure of global companies.

**Presence in class is mandatory. More than 2 absences will lead to a failing grade. Lateness will be accounted as half absence: late students will wait for the break to be allowed in class.**

### EXPECTED LEARNING OUTCOMES:

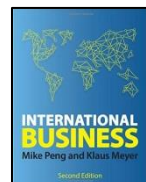
Upon completion of this course, students should be able to:

1. Explain the concepts of international business and global business
2. Explain how institutions (formal and informal) reduce uncertainty
3. Discuss how cultures systematically differ from each other
4. Explain how value is created from a firm's resources and capabilities
5. Explain the importance of political realities governing international trade
6. Identify strategic responses firms can take to deal with foreign exchange movements
7. List the steps in the comprehensive model of foreign market entries.

### MANDATORY TEXTBOOK:

"International Business", Mike Peng and Klaus Meyer, South-Western, last edition.

ISBN-13: 978-1473722644. Economic articles will also be used as a basis for class discussion.



## EVALUATIONS:

The final grade will be determined as follows:

Class presentation:	20%
Class Tests:	20%
Team project:	20%
Mid-Term:	20%
Final exam:	20%

## COURSE SCHEDULE:

Dates	Classwork	Topic
Session 1 31-JAN		1/ Presentation of the syllabus 2/ Test: What do you know about I.B.? 3/ Monitor I.B. news 4/ Opening Case: 5/ Ch.1 GLOBALIZING BUSINESS: questions/answers HW: read Ch. 2
Session 2 7-FEB	Presentation 1  HW: read Ch. 2	1/ Monitor I.B. news 2/ Presentation of case 1: Coca Cola dives into Africa 3/ Discussion on Opening Case & questions 4/ Ch. 2 FORMAL INSTITUTIONS: POLITICAL, ECONOMIC AND LEGAL SYSTEMS
Session 3 21-FEB	Presentation 2  HW: read Ch 3 & prepare for class test n° 1 (Ch. 1&2)	1/ Monitor I.B. news 2/ Presentation of case 2 Carlsberg faces political risks in Russia 3/ Discussion on Opening Case & questions 4/ Ch. 3 INFORMAL INSTITUTIONS: CULTURE, RELIGION AND LANGUAGE
Session 4 28-FEB	Presentation 3  HW: read Ch. 4	<b>1/TEST N° 1</b> 2/ Presentation of case 3: What's in a (Maasai) name? 3/ Discussion on Opening Case & questions 4/ Ch. 4 FIRM RESOURCES: COMPETITIVENESS AND GROWTH
Session 5 7-MAR	Presentation 4  HW: read Ch. 5	1/ Monitor I.B. news <b>2/</b> Presentation of case 4: Lego's secrets 3/ Discussion on Opening Case & questions 4/ Ch. 5 TRADING INTERNATIONALLY
Session 6 14-MAR	Presentation 5  HW: Revision for the mid-term ch 1, 2, 3 & 4	1/ Monitor I.B. news <b>2/</b> Presentation of case 5 "US anti-dumping against Chinese apple Juice" 3/ Discussion on Opening Case & questions Ch.6 4/ Ch. 6 INVESTING ABROAD DIRECTLY

Session 7 <b>28-MAR</b>		<b>MID-TERM EXAM</b>
Session 8 4-APR	Presentation 6  HW: read ch 7	1/ Monitor I.B. News 2/ Presentation of case 6: "Politics and FDI in Argentina" 3/ Discussion on Opening Case & questions 4/ Ch. 7 EXCHANGE RATE
Session 9 11-APR	Presentation 7  HW:read ch 8	1/ Monitor I.B. News 2/ Presentation of case 7: "Jobel do Brazil's Foreign exchange challenges" 3/ Discussion on Opening Case & questions Ch.8 4/ Ch. 8 EUROPEAN INTEGRATION
Session 10 18-APR	Presentation 8  HW: read Ch 9	<b>***DUE DATE FOR THE SYNOPSIS OF YOUR PROJECT***</b> 1/ Monitor I.B. news 2/ Presentation of case 8: "The Eco-Design directive:Nokia goes to Brussels" 3/ Discussion on Opening Case & questions Ch.9 4/ Ch. 9 GLOBAL INTEGRATION AND MULTILATERAL ORGANIZATIONS
Session 11 25-APR	Presentation 9  HW: read Ch 10	1/ Monitor I.B. News 2/ Presentation of case 9: The future of Globalization 3/ Discussion on questions ch.10 4/ Ch. 10 CORPORATE SOCIAL RESPONSIBILITY
Session 12 2-MAY	Presentation 10  <b>Due date for Term Project</b>  HW: read Ch 11	1/ Monitor I.B. News 2/ Presentation of case 10:"M&S....because there is no plan B » <b>LATE PAPERS WILL NOT BE ACCEPTED AFTER THE DUE DATE: 5 POINTS WILL BE TAKEN PER DAY OF DELAY. PAPERS HAVE TO BE HANDED IN PRINTED DOCUMENT ONLY (E-MAILS will not be accepted)</b> 3/ Discussion on Opening Case & questions ch.11 4/ Ch. 11 STARTING INTERNATIONAL BUSINESS

**Final Exams will be scheduled by the administration and will be posted by 31 March 2017. The last day of the semester is 12 May 2017. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.**