

# 1. Course Title

IBUS 5701 International Business

# 2. Course Credit

0.25 credit

# 3. Prerequisites

None

# 4. Course Calendar Description

Managerial and strategic implications of differing international environments for a variety of business functions including structure and control, managing human resources, marketing, finance, and logistics. Complexities of working across political and cultural boundaries.

# 5. Course Rationale

This course introduces students to the broad field of international business with a focus on the principles and practices of international trade and investment. It provides a survey of the foundational concepts and theories that underlie the study of global business context, international trade, foreign direct investment, and corporate global strategy. The course material aims to enhance students' understanding of the complexity of cultural, political, and economic institutions that firms face when operating internationally. Through a combination of readings, lectures, case studies, and a course-long research project, this course helps students develop strategic perspectives to link the global environment, industry dynamics, and organizational resources in the analysis of firms' internationalization process. Moreover, students will develop the ability to evaluate new market opportunities, develop market expansion strategies, and manage operations in international markets.

## 6. Course Objectives

After successfully completing this course students will be able to perform the following:

- Describe the economic and geopolitical interdependence between key actors in international business, including nation states, multinational enterprises, supranational organizations, not-for-profit organizations, and others.
- Explain how fundamental aspects of cultural, political, and economic institutions differ between countries and how these differences may affect firms' cross-border operations.
- Evaluate the main factors that influence the patterns of international trade and foreign investment.
- Formulate and implement strategic plans aimed at achieving successful market entry and sustained success in foreign markets.

## 7. Materials

### Textbook

Hill, C., Hult, G. T., McKaig, T., and Cotaie, F. **Global Business Today**, 6th Canadian edition; Canada: McGraw-Hill Ryerson Ltd, 2021. ISBN 978-1260326164.

### Other Resources

A list of additional readings, including case studies, has been compiled for the course. These readings are available in the "ARES Reserves" section in Brightspace.

## 8. Grading and Evaluation

### Grade Table

Activity Type	Percent of Total Grade	Point Value
Quizzes (*3)	30%	40 * 3
Case write-ups (*2)	20%	10 * 2
Country market assessment (Interim)	5%	5
Country market assessment (Final)	35%	100
Discussions	10%	10
<b>Total</b>	<b>100%</b>	

## COURSE SCHEDULE

Module	Topic	Learning Materials
1	Globalization	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Chapter 1. <b>Global Business Today</b> (Hill et al., 2021).</li> <li>• Kobrin, S. 2017. Bricks and mortar in a borderless world: Globalization, the backlash, and the multinational enterprise. <b>Global Strategy Journal</b>, 7(2): 159-171.</li> <li>• Grosse, R., Gamso, J., &amp; Nelson, R. 2022. De-globalization is a myth. <b>AIB Insights</b>, 22(2): 1-6.</li> </ul>
2	Global business context (I): Political economy	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Chapters 2. <b>Global Business Today</b> (Hill et al., 2021).</li> <li>• Ghemawat, P. 2001. Distance still matters: The hard reality of global expansion. <b>Harvard Business Review</b>, 79(8): 137-147.</li> <li>• Khanna, T., Palepu, K., &amp; Sinha, J. 2005. Strategies that fit emerging markets. <b>Harvard Business Review</b>, 83(6): 63-76.</li> </ul> <p><u>Case study:</u> Asia Optical: The Myanmar Decision</p>
3	Global business context (II): Culture & Ethics	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Chapters 3, 4. <b>Global Business Today</b> (Hill et al., 2021).</li> <li>• Donaldson, T. 1996. Values in tension: Ethics away from home. <b>Harvard Business Review</b>, 74(7): 48-52.</li> </ul>
4	International trade and investment	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Chapter 7. <b>Global Business Today</b> (Hill et al., 2021).</li> </ul>
5	International business strategy (I): Market entry	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Chapters 11, 12. <b>Global Business Today</b> (Hill et al., 2021).</li> <li>• Ghemawat, P. 2007. Managing differences: The central challenge of global strategy. <b>Harvard Business Review</b>, 85(3): 58-68.</li> </ul>
6	International business strategy (II): Marketing & Production	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Chapters 14, 15. <b>Global Business Today</b> (Hill et al., 2021).</li> </ul> <p><u>Case study:</u> Cambridge Cooling Systems: Global Operations Strategy</p>
7	International business strategy (III): Exporting & HR	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Chapters 13, 16. <b>Global Business Today</b> (Hill et al., 2021).</li> </ul>

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