



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



**Ramon Llull University, IQS School of Management - Barcelona
Catholic University of the Sacred Heart - Milan
Franklin University Switzerland - Lugano
Forum-Nexus Program
Undergraduate Division**

Course Syllabus

**BUS 376-01
International Business**

Introduction

The nature of business in the 21st century requires professionals around the world to take their business and marketing function to a new level. Having to compete in a globalized business environment characterized by an increase in transparency, proliferation of brands, fragmentation of media, and a changing of stakeholder expectations around the world, business owners are facing considerable challenges. At the same time, technological innovations, the reduction of trade and investment barriers around the world, and the unequalled access to global markets provide companies today with unprecedented opportunities to market their products internationally.

Course Description

This course presents a systematic overview of international business and marketing. As the world becomes more integrated, a solid understanding of international business concepts and their associated implications has become essential for corporate decision-making. This course provides a thorough exploration of the key dimensions of the international business environment, including political, social, economic, legal, and cultural issues. Through practical case studies, team projects, and visits to leading European organizations, students will be exposed to the actual implementation of the topics covered in class. Students will be able to acquire a current, hands-on perspective on international business, with a particular geographic emphasis on the European Union.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Develop a solid understanding of the foundations of international business and the cultural context for managing in diverse international environments
2. Identify the key economic, political, and social factors that influence the rapidly changing product and service markets around the world
3. Examine the strategies and structures that firms adopt in order to compete effectively in the international business arena

4. Discuss the growing importance of internet technologies and online social networks on global product and service markets and the international marketing strategy
5. Describe the planning, personnel, and corporate organizational structure necessary to implement a successful global strategy
6. Examine the policies and practices of multinational corporations regarding ethics, social responsibility, and the environment
7. Understand the causes and consequences of the current crisis in the Euro-zone
8. Understand the past, present, and future of the European Union and the numerous opportunities it offers for international business

Course Requirements

The course requires active student participation. Students are expected to read the required materials before every class. Punctual attendance is required. There will be a midterm exam, a final exam, three analytical essays, and a final presentation. Each student is required to participate in professional visits and cultural visits, as well as the International IQ Seminar.

Teaching Procedures and Methodology

Teaching methods used in this course include lectures, discussions, assignments, and professional and cultural visits. Learning in this course requires the student's constructive participation and active involvement in both class discussions and small group discussions. The professional visits will expose the participants to different aspects of the class and will highlight the practical relevance of the concepts learned. Cultural visits enhance the students' understanding of the history and culture of each country.

Attendance Policy

Students are permitted to miss class only once, due to illness, injury, or another appropriate reason. Missing more than once may result in a letter grade deduction for every additional absence.

Participation in "Europe Today: An International IQ Seminar"

All students also attend **Europe Today: An International IQ Seminar**, a daily session conducted by the Program Director, Dr. Hugo Hervitz. In this seminar, students learn about the culture of each country, gain an understanding of essential European geography and current events, discuss their experiences and cross-cultural interactions, get language tips, and identify ways to have an even more immersive study abroad experience. The material covered in the seminar complements the syllabus for this course, and there will be some exam questions based on the seminar. Participation in the International IQ Seminar is factored into the grade for this course.

Required Textbook

International Business: The Challenges of Globalization

by John J. Wild and Kenneth L. Wild
Pearson, 2019, 9th Edition
(eTextbook recommended)

Additional Reading

Additional articles from a number of sources covering current international business and marketing will be distributed by the instructor throughout the course.

Assignments

As a part of this course, students will examine companies and organizations that operate on a global scale, studying their business model, history, marketing techniques, and known challenges.

Essay #1 (minimum length: 1,500 words)

Choose **three** companies you took note of during your stay in **Barcelona OR Paris**. Select at least one that is national, and at least one that is international.

Write an analytical essay (minimum length: 1,500 words) explaining, for each of the three:

- What does the selected company do/offer/make?
- Explain the history of the company. How have they evolved over time?
- If international, how did they grow internationally? If national, how do you expect they could grow to be international?
- What do you think has been the company's biggest success, and why?
- What do you believe are the biggest challenges for this company moving forward, and why?

Essay #2 (minimum length: 1,500 words)

Choose **three** companies you took note of during your stay in **Amsterdam OR Lake Garda**. Select at least one that is national, and at least one that is international.

Write an analytical essay (minimum length: 1,500 words) explaining, for each of the three:

- What does the selected company do/offer/make?
- Explain the history of the company. How have they evolved over time?
- If international, how did they grow internationally? If national, how do you expect they could grow to be international?
- What do you think has been the company's biggest success, and why?
- What do you believe are the biggest challenges for this company moving forward, and why?

Essay #3 (minimum length: 1,500 words)

Choose **three** companies you took note of during your stay in **Milan OR Rhodes**. Select at least one that is national, and at least one that is international.

Write an analytical essay (minimum length: 1,500 words) explaining, for each of the three:

- What does the selected company do/offer/make?
- Explain the history of the company. How have they evolved over time?
- If international, how did they grow internationally? If national, how do you expect they could grow to be international?
- What do you think has been the company's biggest success, and why?
- What do you believe are the biggest challenges for this company moving forward, and why?

PowerPoint Presentation

Choose one international company that you analyzed from each assignment during the program. Present your findings, thoughts, and analysis. Explain for each what in particular you find successful, and what challenges you see moving forward. Plan for your presentation to last 10-15 minutes.

Components of Final Grade

Midterm exam	20%
Final exam	20%
Essay 1	10%
Essay 2	10%
Essay 3	10%
Presentation	10%
Class participation	10%
International IQ Seminar	10%

Grading Scale

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9 %	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

Course Outline

Module 1: Globalization (1)

- Key Players in International Business
- What is Globalization?
- Forces Driving Globalization
- Debate about Jobs and Wages
- Debate about Income Inequality
- Debate about Culture, Sovereignty, and the Environment

Module 2: National Business Environments

- Cross-Cultural Business (2)
 - What is Culture?
 - Values and Behavior

- o Social Structure and Education
- o Religion
- o Personal Communication
- o Culture in the Global Workplace
- Political Economy and Ethics (3)
 - o Political Systems
 - o Economic Systems
 - o Legal Systems
 - o Global Legal Issues
 - o Ethics and Social Responsibility

Module 3: Case Studies: England

Module 4: International Trade Theory (5)

- Benefits, Volume, and Patterns of International Trade
- Mercantilism
- Theories of Absolute and Comparative Advantage
- Factor Proportions Theory
- International Product Life Cycle
- New Trade Theory
- National Competitive Advantage

Module 5: Regional Economic Integration (8)

- Levels of Integration and the Debate
- Integration in Europe

Module 6: Case Studies: France

Module 7: International Monetary System (10)

- International Monetary System
 - o The Importance of Exchange Rates
 - o What Factors Determine Exchange Rates?
 - o Fixed Exchange Rate Systems
 - o System of Floating Exchange Rates

Module 8: Case Studies: Germany

Module 9: International Business Management, Part 1

- International Strategy and Organization (11)
 - o Company Analysis
 - o Strategy Formulation
 - o Issues of Organizational Structure
 - o Types of Organizational Structure
- Analyzing International Opportunities (12)
 - o Basic Appeal and National Factors
 - o Measure and Select the Market or Site
 - o Secondary Market Research
 - o Primary Market Research

Module 6: Case Studies: Italy

Module 5: International Business Management, Part 2

- Selecting and Managing Entry Modes (13)
 - Exporting, Importing, and Countertrade
 - Export/Import Financing
 - Contractual Entry Modes
 - Investment Entry Modes
 - Strategic Factors in Selecting an Entry Mode
- Developing and Marketing Products (14)
 - Developing Product Strategies
 - Creating Promotional Strategies
 - Designing Distribution Strategies
 - Developing Pricing Strategies

Module 5: International Business Management, Part 3

- Managing International Operations (15)
 - Product Strategy
 - Acquiring Physical Resources
 - Key Production Concerns
 - Financing Business Operations
- Hiring and Managing Employees (16)
 - International Staffing Policies
 - Recruiting and Selecting Human Resources
 - Training and Development
 - Employee Compensation
 - Labor-Management Relations

Schedule of Classes and Visits

The detailed schedule of classes, professional visits, and suggested cultural visits for each session will be available online at www.forum-nexus.com/schedules

Please note that this course will be offered as a Section 01 class.

Students who participate in a program session other than A1 will supplement their class lectures with some projects completed through supervised independent study segments.

Academic Integrity

Ramon Llull University, Franklin University Switzerland, and the Catholic University of the Sacred Heart place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.