

International business course outline

[Business](#), [Management](#)



School of Management Degree in Management Semester 2, Academic Session 2010/2011 COURSE OUTLINE ATW395 (ATP393) — INTERNATIONAL BUSINESS (PERNIAGAAN ANTARABANGSA) Lecturers: 1. Dr. Shankar Chelliah, DBA Room/Tel: Building L10, Room L02, 04-653 3888, ext 5282 E-mail: shankar@usm. my 2. Dr. Yusliza Mohd. Yusoff, Ph. D Room/Tel: Building E47-C-3-04, Graduate School of Business, 3rd Floor, 04-653 2909 E-mail: yusliza1977@yahoo. com

1 COURSE SYNOPSIS The course aims to introduce the core body of knowledge in international business. There are new realities in international business where students will be exposed to, these include: global sourcing, the impact of technological advances on globalization, globalization of finance, emerging markets, corporate social responsibility and the success of the smaller firm in international markets.

COURSE OBJECTIVES

1. To enable students to understand the impact of globalisation and the key issues facing international businesses
2. To explain the environment in international business such as culture, politics and law, and the economic system and development
3. To explain the conceptual foundation on international trade and investment
4. To highlight international markets and institutions, including the discussion of international financial management and market entry
5. To enable students to understand the management of international operations

LEARNING OUTCOMES

1. Identify the contemporary changes in the international area.
2. Discuss the implications of the different types of culture, politics and laws, and economic systems and development on international businesses.
3. Describe theories in international trade and investment.
4. Discuss government policies and their implications on international business.
- 5.

Differentiate the various types of regional economic integration. 6.

Understand the international business strategy and operation. 7. Understand the emerging markets 8. Identify the key issues in the functions of

management in international operations. COURSE ASSESSMENT/EVALUATION

Continuous assessment: Assignment/group presentation Group project paper

Mid-term examination Final comprehensive examination 10% 20% 10% 60%

_____ Total 100% ===== 40% 2 DESCRIPTION OF ASSESSMENT Tutorial

Assignment/Presentation (10%): Students need to form teams (max 3 students) and pick one of the cases (refer to Course Content) and do a

presentation and submit a full report. The case questions are from the text

book which follows after the case. Group Project (20%): A team of 4-5

students will be formed to complete this project. Mid-Term Examination

(10%): This 1. 5-hour examination will comprise of multiple choice and essay questions to evaluate students' knowledge and understanding of the concept

of international business. Final Examination (60%): This 3-hour examination

will comprise of multiple choice and essay questions to evaluate students'

knowledge and understanding of the concept of international business. The

multiple choice section is to assess students' knowledge and understanding

of general concepts of international business, while the essay portion is to

evaluate students' ability to understand and synthesis. GROUP PROJECT

(20%) 1. 2. 3. Project topic will be given out during the 2nd week of class.

Group members must not exceed 5 students. Advised to include foreign

students in the group. Report Format: a. Include a cover page, 1. 5 spacing,

using font size 12 (Times New Roman) on A4 paper. b. Please answer the

question in not more than 10, 000 words in total. c. The answer sheet should

include cover page, table of contents, references, and appendix (if necessary). d. The answers should be deliberate, precise, elaborative, original and inclusive of real international business issues with examples. e. Information on front page should include : i. Name of student and matric number ii. Year of study and academic session iii. Tutorial slot and iv. Name of tutor Deadline of project: Week 16, before 4pm outside my office. No marks will be given to those who pass up late. 4. TEACHING METHODOLOGY Lecture Tutorial Case studies/Presentation Project Library search 3 COURSE CONTENT Week 1 (29 Dec) 2 (5 Jan) 3 (12 Jan) 4 (19 Jan) Sat (22 Jan) 5 (26 Jan) 6 7 (9 Feb) 8 (16 Feb) 9 (23 Feb) 10 (30 Feb) 11 (9 Mar) 12 (16 Mar) 13 (23 Mar) 14 (30 Mar) Chapter Chapter 1: Globalization Chapter 2: National Differences in Political Economy Chapter 3: Differences in Culture Chapter 4: Ethics in International Business MID-TERM (Chapter 1, 2, 3, 4) 60 Multiple Choice Questions Chapter 5: International Trade Theory Cuti Pertengahan Semester Chapter 6: The Political Economy of International Trade Chapter 7: Foreign Direct Investment Chapter 8: Regional Economic Integration Case Study for Tutorials Not Available Not Available (1) India's Transformation (p81-82) (2) Wal-Mart's Foreign Expansion (p118-119) Venue: E41 Library 2 Time: 10 a. m. — 11. 30 a. m. (3) Wal-Mart's Chinese Suppliers (p148-149) 29 Jan 2011 — 6 Feb 2011 (4) Ecuadorean Rose Industry (p189-190) (5) Why Did Global Food Prices Rise? (p227-228) (6) Lakshmi Mittal and the Growth of Mittal Steel (p261262) (7) The European Energy Market (p293) (8) Hyundai and Kia (p337) Chapter 9: The Foreign Exchange Market Chapter 12: The Strategy of International Business Chapter 13: The Organization of International Business Chapter 14: Entry Strategy and Strategic Alliances

Chapter 15: Exporting, Importing, and Countertrade (9) Coca-Cola (p426-427) (10) A Decade of Organizational Change at Unilever (p465-466) 15 (6 Apr) 16 17-19 Chapter 16: Global Production, Outsourcing, and Logistics

SUBMISSION OF GROUP PROJECT BEFORE 4. 00 P. M. REVISION WEEK

EXAMINATION WEEK 4 REFERENCES Hill, C. W. L. (2011). International

Business: Competing In The Global Marketplace, 8th edition, McGraw-Hill: NY

MAIN TEXT ADDITIONAL REFERENCES: Cavusgil, S. T., Knight, G., &

Riesenberger, J. R. (2008). International Business: Strategy, Management and the New Realities, Pearson Education: New Jersey. Griffin, R. W., &

Pustay, M. W. (2010). International Business, Pearson: New Jersey.

ATTENDANCE Students have to fulfil 90% class attendance requirement.

Failure to observe this rule will result students not being able to sit for the

final exam. PLAGIARISM Please be aware that USM and the School of

Management will not tolerate any form of plagiarism by undergraduate

students in their term papers, projects, dissertation, or examination. The

penalty for plagiarism is an F for the course, RM200 fine, and if found guilty

by the University Disciplinary Committee, it is grounds for suspension and

academic dismissal. The American Psychological Association (APA) defines

Plagiarism as representing “ portions of another’s work or data as [your]

own, even if the other work or data source is cited occasionally" (http://www.apa.org/ethics/code2002.htm#8_11).

Students may be guilty of plagiarism

if they use someone else’s work as their own without citing the source in

their dissertation. This includes direct copying, rephrasing, summarizing,

taking someone else’s idea and putting it in different words, or directly

quoting passages or ideas but citing the work as a general source. Please

refer to the APA Publication Manual (2001) as a guide in citing and referencing other people's work to avoid being accused of plagiarism. All the best! 5