



Wroxtton College
Of
Fairleigh Dickinson University

IBUS 3201
Fundamentals of International Business

2023

Spring Semester

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INTRODUCTION

Welcome to the Fundamentals of International Business course. In this course students are introduced to the key dimensions of the business environment and their influence on an organization's choice of alternative business strategies beyond national boundaries. This course will provide an awareness of the environmental and managerial aspects of international business, exploring the complexities and implications of exposure to international competition and technology thus also providing learners with the skills, perspectives and cultural-awareness to become the future business leaders in an increasingly competitive global arena.

ACADEMIC CONTENT

Learning Outcomes of the Course

By the end of the course students should be able to:

1. Demonstrate an understanding of the theoretical foundations of international business.
2. Analyze the effects of environmental factors (socio-political, cultural, economic, technological factors) on the operation and profitability of international business.
3. Describe the effects of market and non-market factors on exchange rates and balance of payments.
4. Explain how international corporations minimize their exposure to foreign exchange risks.
5. Identify key drivers and principles that influence strategies of multinational corporations.

Relation to Silberman College of Business (SCB) Mission:

In keeping with SCB's mission this course will strive to:

1. Enhance student's understanding of the functioning of the global economy.
2. Boost technological competence and the ability to analyze and interpret cross-national data.
3. Improve awareness of the ethical dimensions of product and marketing decisions of multinational organizations.

TEACHING AND LEARNING STRATEGIES

The module will be delivered by a combination of interactive lectures, seminars/workshops and personal tutorials. The lectures will provide an overview of the main theories and concepts in international business which will be explained and illustrated by a wide range of examples. Case studies, social media, Cambridge Union style debate, group work, book bees and student presentation will support the lively discussions along with academic journal papers which will also serve to provide further academic rigour and develop skills of critical analysis.

LEARNING MATERIALS

Key texts available in the library:

Griffin, W and Pustay, M., (2015) *International Business, A Managerial Perspective*, Pearson

Ball, D., McCullough, W.H., Geringer, J.M., Minor, M. and McNett, J., (2004/6/10) *International Business: The Challenge of Global Competition*, McGraw-Hill

O'Brien, R. and Williams, M. (2010) *Global Political Economy*, Palgrave MacMillan

Porter, M. (1998) *The Competitive Advantage of Nations*, Palgrave MacMillan

Supporting texts available in the library:

The Library has many supporting texts suitable for this course. Students will be encouraged to use a wide range of these, both modern and classic to compare content. Seminar activities will include several 'book bees' where the students present a different text each to their colleagues on Powerpoint and all presentations are collated for all to use.

The Tutor will also provide a range of academic journal papers from the outset and extracts from

Griffin, W and Pustay, M., (2015) *International Business, A Managerial Perspective*, Pearson

Brooks, I., Weatherston, J. and Wilkinson, G. (2011) *The International Business Environment* Financial Times Prentice Hall

Needle, D. (2010) *Business in Context: An introduction to business and its environment*, 5th edition, Cengage Learning.

Journals to be used include:

Strategic Change

Long Range Planning

Journal of International Business Studies

Academy of Management Journal

Academy of Management Review

Journal of World Business

Journal of International Business

Harvard Business Review

European Management Journal

Thunderbird International Business Review

The aim is to engage in a broad programme of reading, with an appropriate balance of modern and classic texts, academic journal papers and popular articles.

Other Sources include:

A range of newspapers with different political leanings, The Economist, Forbes, Business Week, Management Today.

A range of websites offering statistical data,

<http://www.statistics.gov.uk> (Office of National Statistics)

<http://www.weforum.org> (World Economic Forum)

<http://www.imf.org> (International Monetary Fund)

<http://www.intracen.org> (International Trade Centre)

<http://www.oecd.org/publications/figures> (OECD - Organization for Economic Co-operation and Development)

<http://www.worldbank.org/data> (World Bank)

Lecture Programme

Session	Topic
1	Introduction to the Unit Globalization Drivers of Globalization. The Rapid Change of Global Business
2	Analysing the Global Business Environment
3	Analysing the Global Competitive Environment
4	Theories of International Trade and Investment
5	Global Leadership
6	International Market Entry Strategies and International Marketing
7	The International Cultural, Demographic and Social Environment First assignment hand in - essay
Mid Term Break	
8	The Technological Environment
9	The Political and Legal Environments
10	International Economic and Financial Environment
11	Ethics and Corporate Social Responsibility
12	Developing Strategic Responses to the Rapidly Changing Global Environment Second assignment hand in - project
13	Revision
14	Exam

Seminar/Workshop/Tutorial Programme Examples

Session	Seminar Activity
	<p>a. Drivers of Globalisation: Discuss in detail their nature and implications</p> <p>b. Globalisation Cambridge Union Debate The class will be divided into two groups, opponents and supports and will debate and present their case with evidence.</p>
	<p>a. Definition, differences and implications of placid, dynamic and turbulent environment. Explain how they affect decisions, plans and behaviour of MNCs</p> <p>b. Choose 2 or 3 countries in Europe and compare their ageing population with UK. Explain the implication of an ageing population. Provide statistical evidence.</p>
	In groups, make a brief presentation in which you use Porter's Five Forces model to analyse the global competitive environment of a chosen industry.
	<p>Global Leadership Cambridge Union Debate The class will be divided into two groups, opponents and supports and will debate and present their case with evidence.</p>
	<p>Discussion of Entry Modes</p> <p>Discussion: Emerging Economies and BRICS: Discuss what is meant by (i) Emerging economies, (ii) Big emerging economies, and (iii) BRIC and (iv) what are their characteristics?</p>
	<p>Book Bee Select an International book from the library and on two Powerpoint slides provide a Harvard style title and a six point account of its content. Present to fellow students.</p>
	<p>Discussion of technological influences</p> <p>In groups, explain how technology has influenced:</p> <ol style="list-style-type: none"> 1. The airline industry 2. The banking industry 3. The education industry <p>Critically evaluate the impact of technology on the work that employees do, commenting on job losses and job creation, de-skilling and up-skilling work</p>
	<p>Government Intervention – in pairs prepare a short presentation on one of the questions.</p> <ol style="list-style-type: none"> 1. Why do countries, both rich (Developed Economies DCs) and poor (Lesser Developed Economies), protect industries like agriculture and textile? What kind of protective measures are provided? 2. Discuss the different types of tariffs that countries can impose. 3. Compare and contrast the level of protection given by developed as opposed to LDCs. Advance some reasons for the differences between rich and poor countries.
	Discussion of Ethics and CSR

ASSESSMENT

The module is assessed by two written assignments and presentation/participation through the course as well as a final exam in the last week of term. 50% of the grade is based on the assignments and participation and 50% on the final exam.

The two written assignments are 2-3,000 words each, one due in week 7 and the other week 12. Requirements for presentations both individual and group will be briefed through the course.

Formative Feedback will be provided on draft assignments produced up to a week before the deadline.

The exam will be a focus of the second half of the course with revision and exam technique support.

Plagiarism

Plagiarism ensures an automatic fail.

Skills and Personal Development

This course will help you to develop your communication skills, so you can present confidently to a professional group and participate in role-playing exercises. This unit is also designed to help you build up your team working skills.

Studying on this course is also good for building up your time management skills and helping you to organise your workload to deliver to deadlines.

A section of this course will be devoted to global employability and look at the skills you need in an international job market. You will receive a full briefing on the different job application processes across the globe and full assistance will be given compiling several of your own international CVs during the course.

Academic Skills

As well as building up personal skills and developing you ready for work, this unit will also help you to build up academic skills such as research and evaluation. Over time you will learn to effectively use online information, recognising what is valid and reliable. You will learn to read beyond the text book and demonstrate a wider understanding of the practical issues facing organizations today.

Please Note: Any student with documented medical, psychological or learning disabilities, who feels that they may need in-class academic adjustments, reasonable modifications, and/or auxiliary aids and services while taking this course, should first contact the Disability Support Services (DSS) on their home campus to discuss specific needs. FDU Florham Campus students should contact the Director of Disability Support Services at 973-443-8079. FDU Metropolitan Campus students should contact the Associate Provost at 201-692-2477. Once the academic adjustments, modifications, or auxiliary aids and services are approved by DSS, the College Dean and the Faculty concerned will be notified.