

INTERNATIONAL BUSINESS

Code du cours Course Code			Titre du cours Course title					
BAC.EAINA.STBUS.4 401			INTERNATIONAL BUSINESS					
Crédits Credits		Période d'enseignement Teaching period					Année Académique Academic Year	
6		fall, spring					2022/2023	
Charge de travail Student workload	Synchrone / Synchronous	Asynchrone / Asynchronous	Travail en équipe Team work	Activités pédagogiques / Pedagogical activities	Travail personnel Personal work	Coaching	Evaluation	Charge totale de travail Total workload
39	0	0	0	0	0	0	6	45
Programme Program			Global BBA					
Discipline Discipline								
Module			-					
Type de cours Course type			core					
Campus			Sophia					
Campus partenaire								
Course open to students in exchange								
Langue d'enseignement Teaching language		Anglais / English						
Responsable du cours Course leader			JOUSSEMET Caroline					
Pré-Requis Prerequisite			BAC.EAINA.MKBUS.3601					
Nom des intervenants par campus Instructor(s) names by campus	Belo Horizonte							
	Lille							
	Paris							
	Raleigh							
	Sophia			JONES Tracy Anne				
	Stellenbosch- Le Cap							
	Suzhou							
	Nanjing							

	Barcelone			
	Other			

Descriptif du cours / Course description	<p>International Business (IB) is a very broad topic that integrates many scholarly disciplines. This course is divided in three main parts. First, students will be introduced to IB founding principles and concepts. Secondly, the focus will be on the details of business across borders, mainly through the study of Multinational Enterprises (MNEs), who they are and what they do. Finally, the course will end by a selective overview of global business activity, with a focus on strategy (foreign entry) and corporate social responsibility.</p>
Thèmes / Topics	
Résultats d'apprentissage / Intended Learning Outcomes and Skills	<p>A l'issue de la formation, vous serez capable de / As a result of this module, you will be able to:</p> <p>Connaissances / Knowledge and Understanding (subject specific)</p> <p>Explain the founding concepts of Int. Bus. and explain the concept of institutions (formal and informal) and how they reduce uncertainty in International Business. Explain what firm resources and capabilities are and be able to identify them, explain why nations trade using classical and modern theories of trade, explain the concept of FDI and be able to appreciate its benefits and costs. Understand the determinants of exchange rates, track the evolution of the international monetary system, identify firms responses to foreign exchange variations. Identify different definitions of -</p> <p>Aptitudes cognitives / Cognitive skills</p> <p>Sustain a semester-long reading effort Deliver work alone and within a work group Communicate her work to the class in a professional manner.</p> <p>Attitudes / Key transferable skills</p> <p>Sustain a professional behavior alone and within a group Be able to productively read the business press.</p> <p>Ethical and social understanding</p> <p>Use concepts and frameworks to understand global business issues. Have an insight of how to manage a learning group.</p>
Contribution aux objectifs pédagogiques du programme / Contribution to learning objectives	<p>Indiquer les learning objectives auxquels contribue le cours (en se basant sur le curriculum mapping du programme) / Indicate which learning objectives the course contributes to (based on the program curriculum mapping)</p> <p>LO5.1 : To be able to analyse globalization : LG5 : Graduates should be able to understand the various dimensions of globalisation and to evaluate its effects on business LO5.2 : To evaluate the effects of globalization on business : LG5 : Graduates should be able to understand the various dimensions of globalisation and to evaluate its effects on business</p>

	Cours soumis à évaluation dans le cadre de l'Assurance of Learning pour l'année en cours ?		Non / No
Evaluation des étudiants Student Assessment	Evaluation finale (DS) Final examination		40%
	(Précisez la nature pour l'évaluation finale / Explain type for final examination)		
	Cliquez ici pour entrer du texte.		
	QCM - Quiz:		
	Epreuve sur table - Supervised exam:		
	Présentation orale - Presentation:		
	Rapport écrit/Dissertation - Report / Dissertation:		
Participation - Class participation:			
Autre, précisez / Other, precise:			
Contrôle continu Continuous Assessment		60%	
préciser nature / Explain type			
Cliquez ici pour entrer du texte.		Nb midterms : 2	
QCM - Quiz:			
Epreuve sur table - Supervised exam:			
Présentation orale - Presentation:			
Rapport écrit/Dissertation - Report / Dissertation:			
Participation - Class participation:			
Autre, précisez / Other, precise:			
Méthodes d'enseignement Teaching Methods	Format de cours / Course format		
	Cours magistral / Lecture - TD / Tutorials		
	Autre, précisez / Other, precise:		
	Activités d'apprentissage / Learning activities		
Etudes de cas / Case studies - Personal guided study - Devoirs / Assignments			
Plan de cours Course Plan	1 Introduction, presentation of the semester - Chapter 1 - Globalizing business -Rules & tools -Quick overview of International Business in the press -Main sources of IB information -Chapter 1: Opening case		
	2 Chapter 1 - Globalizing business -Fundamental concepts in International Business -The size of International Business -Discussion: Globalization -Chapter 1: Closing case		
	3 Chapter 2 - Formal institutions -HW 1 (5%) due -Correction of HW1		

-Chapter 2: Opening case
 -Institutions and the institution-based view
 -Discussion: uncertainty
 -Political, legal and economic systems
 -Property rights and intellectual property rights
 -Chapter 2: Closing case

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Chapter 3 - Informal institutions
 -Quiz 1 (5%) on chap 1&2
 -Correction of quiz 1
 -Chapter 3: Opening case
 -Culture and religion
 -Workshop: Three approaches to understand culture
 -Ethics & norms
 -Chapter 3: Closing case

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Midterm 1 (10%) on chapters 1-2-3
 -Correction of MT 1
 -Chapter 4 - Firm resources & capabilities
 -Opening activity: using resources and capabilities to achieve a goal

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Chapter 4 - Firm resources & capabilities
 -Feedback on last weeks opening activity
 -Chapter 4: Opening case
 -Resources, capabilities and the value chain
 -Discussion
 -The VRIO framework
 -Chapter 4: Closing case

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Chapter 5 - Trading internationally
 -HW 2 (5%) due
 -Correction of HW 2
 -Chapter 5: Opening case
 -Theories and Realities of international trade
 -Evaluating theories of international trade
 -Chapter 5: Closing case

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Chapter 6 - Foreign Direct Investment
 -Quiz 2 (5%) on chap 5 + Correction of quiz 2
 -Chapter 6: opening case
 -FDI and MNEs
 -Discussion: FDI in Africa, an overview.
 -Realities of FDI
 -Chapter 6: closing case
 -Mid-semester auto-evaluation

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Midterm 2 (10%) on chapters 4-5-6
 -Correction of MT 2
 -Chapter 7: Foreign currencies and exchange rates
 -Opening activity: lets trade

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Chapter 7: Foreign currencies and exchange rates

	<ul style="list-style-type: none"> -Chapter 7: opening case -Determinants of forex -History of the monetary system -Feedback from last weeks opening activity -Responses to forex fluctuations -Chapter 7: Closing case <p>11</p> <ul style="list-style-type: none"> Chapter 10: Foreign entry modes -Chapter 10: Opening case -When, when and how to enter? -Discussion: the oil industry -Chapter 10: Closing case <p>12</p> <ul style="list-style-type: none"> Chapter 14: Corporate Social Responsibility -Chapter 14: Opening case -Discussion: the oil industry -Chapter 14: Closing case <p>13</p> <ul style="list-style-type: none"> Final Presentations -Presentations of term projects <p>14</p> <ul style="list-style-type: none"> Final Presentations -Presentations of term projects
Référence Académique / Academic reference	<p>Lectures obligatoires / Required readings :</p> <p>Global - 2nd Edition by Micael Peng</p> <p>The Economist</p> <p>Harvard Business Review</p> <p>Wall Street Journal</p> <p>Lectures Recommandées / Recommended readings :</p>
Site(s) web / Web site(s)	
Licence(s) informatique(s)/ Computer licenses	

Modalités de délivrance du cours (par campus si différent) Course delivery modes (per campus if different)						
Nombre CM Amphi / Number of Lectures	Durée CM Amphi (en heures) / Lecture duration (in hours)	Nombre TD / Number of Tutorial classes	Durée TD (en heures) / Tutorial class duration (in hours)	Asynchrone / Asynchronous	Autres (Distance learning, etc...) (en heures) / Other (in hours)	Préciser les spécificités de programmation (TD journée, cadencement spécifique des séances) / Specify if full-day tutorial class, different schedules
Campus Sophia						
0	0	13	3	0	0	