

COURSE SYLLABUS



International Business

Course code: MGT325

Semester and year: Spring 2021

Day and time: Tuesday 11.30-14.15

Instructor: Pietro Andrea Podda, PhD

Instructor contact: pietro.podda@aauni.edu

Consultation hours: Wednesday 15-16

Credits US/ECTS	3/6	Level	Intermediate
Length	15 weeks	Pre-requisite	TOEFL iBT 71 ECO 110, ECO 120, MGT 245, MKT 248
Contact hours	42 hours	Course type	BachelorRequired

1. Course Description

The course is thought of as an overview of International Business, intended as the study of cross-border economic transactions carried out by companies. This course is thought to present the nature and role of the Multi-National Enterprise (MNE), as well as the factors which contribute to the success of the worldwide operations of MNEs. Theories and especially practices related to International Business operations will be discussed. In particular, consistently with a trend dominating the recent literature, a particular emphasis will be put on the examination of the institutional (legal and socio-cultural) environment surrounding International Business activities. Real life case studies will be widely used throughout the whole course.

2. Student Learning Outcomes

- Students becoming familiar with the activities of Multi-National Enterprises
- Students learning the advantages and disadvantages of the various foreign market entry-modes
- Students understanding the challenges of a foreign market
- Students becoming familiar with the Ownership, Location and Internalization Advantages of a foreign market
- Students understanding the challenges of the legal environment where MNEs operate
- Students understanding the challenges of the social environment where MNEs operate

3. Reading Material

Required MaterialsText:

DANIELS, J.D.; RADEBAUGH, LEE H.; SULLIVAN, D. **International Business: Environments and Operations**, Prentice-Hall, Inc.

DERESKY, K., **International Management: Managing Across Borders and Cultures**, Pearson Education/Prentice Hall, 7th edition.

RUGMAN, A.; COLLISON, D. **International Business**, Pearson Education/Prentice Hall, 5th edition.

Recommended Materials

In order to obtain further information, especially about statistical data, students may consider to have a look at the following websites:

<http://www.imf.org/external/>

http://www.oecd.org/home/0,2987,en_2649_201185_1_1_1_1_1,00.html

<http://www.unctad.org/Templates/StartPage.asp?intItemID=2068>

The websites above contain reports as well as updated statistical data about FDI and International Business in general. Students are welcome to use other websites of their choice in case they find them more convenient or reader-friendly.

For students with a strong interest in International Business

Students interested in gaining in-depth and advanced knowledge of International Business may consider to have a look at

DUNNING, J.H. ; LUNDAN, S.M. 2008, ***Multinational Enterprises and the Global Economy***, Edward Elgar, Cheltenham, UK, Northampton, USA.

This book represents a real treatise of International Business and provides a fully referenced insight into all topics related to the subject. Students may attempt at reading some chapters (or sections) related to areas of particular interest. In particular, this book provides information about those most important debates where there are different views about particular issues.

As for academic journals, those related to the area of International Business are, for example, the *Journal Of International Business Studies* and the *International Business Review*.

Nonetheless, students must be aware that the material above is quite advanced for undergraduate students.

4. Teaching methodology

Classes are thought to be interactive, with a constant participation of students to discussions and practical exercises.

5. Course Schedule

Date	Class Agenda
Class 1 9 th February 2021	Topic: Introduction Description: Class Information, Discussion on Class Expectations, Introduction to the International Business Reading: Chapter 1 textbook Daniel et al., material prepared/selected by the lecturer Assignments/deadlines: none
Class 2 16 th February 2021	Topic: The Multi-National Companies Description: Discussing the nature of Multi-National Companies and their activities Reading: Chapter 2 textbook Daniel et al., material prepared/selected by the lecturer Assignments/deadlines: none
Class 3	Topic: Arm's Length Transactions, International Trade

23 th February 2021	Description: the trends in import/export are going to be studied Reading: Chapter3 textbook Daniel et al., material prepared/selected by the lecturer Assignments/deadlines: none
Class 4 2 nd March 2021	Topic: Foreign Direct Investment Description: Analysis of Direct Investment made abroad Reading: Chapter4 textbook Daniel et al., material prepared/selected by the lecturer Assignments/deadlines: none
Class 5 9 th March 2021	Topic: Hybrids Description: Analysis of Hybrids forms of involvement in foreign markets (franchising, licensing) Reading: Chapter5 textbook Daniel et al., material prepared/selected by the lecturer Assignments/deadlines: none
Class 6 16 th March 2021	Topic: The OLI Framework Description: Analysis of the concepts presented in the topic Reading: Material prepared/selected by the lecturer Assignments/deadlines: none
Class 7 23 rd March 2021	Topic: Mid term exam Description: Mid term exam Reading: the whole material used Assignments/deadlines: none
Class 8 30 th March 2021	Topic: Review of the mid-term exam. The Economic Environment Description: Analysis of the importance of specific economic variables for International Business (i.e. labour costs, inflation) Reading: Chapter 6 textbook Daniel et.al., Material prepared/selected by the lecturer Assignments/deadlines: none
6 th April 2021	Mid term break
Class 9 13 th April 2021	Topic: The legal environment part one Description: The internal law relevant to MNEs'activities (i.e. Company Law) Reading: Chapter 7 textbook Daniel et.al, Material prepared/selected by the lecturer Assignments/deadlines: none
Class 10 20 th April 2021	Topic: The legal environment part two Description: The international law relevant to MNEs' activities (WTO rules, International Agreements, EU rules) Reading: Chapter 8 textbook Daniel et.al , Material prepared/selected by the lecturer Assignments/deadlines: none
Class 11 27 th April 2021	Topic: The Social Environment and its importance for MNEs Description: Analysis of the concepts presented in the topic Reading: Material prepared/selected by the lecturer Assignments/deadlines: none
Class 12 4 th May 2021	Topic: Challenges for the future Description: Discussion of likely future scenarios Reading: Material prepared by the lecturer Assignments/deadlines: none
Class 13	Topic: Review of the program

11 th May 2021	Description: review of what learnt Reading: the whole material used Assignments/deadlines: none
Class 14 18 st May 2021	Topic: Final exam Description: Reading: the whole material used Assignments/deadlines: Essay

6. Course Requirements and Assessment (with estimated workloads)

Assignment	Workload (average)	Weight in Final Grade	Evaluated Course Specific Learning Outcomes	Evaluated Institutional Learning Outcomes*
Attendance and Class Participation	42	10 %		1,2,3
Mid-term test (week 7)	44	30%	<ul style="list-style-type: none"> • Students becoming familiar with the activities of Multi-National Enterprises • Students learning the advantages and disadvantages of the various foreign market entry-modes • Students understanding the challenges of a foreign market • Knowledge and ability to apply learned information and critical thinking. 	1,2,3,
Final exam (week 14)	44	30%	<ul style="list-style-type: none"> • Students becoming familiar with the activities of Multi-National Enterprises • Students learning the advantages and disadvantages of the various foreign market entry-modes • Students understanding the challenges of a foreign market • Students becoming familiar with the Ownership, Location and Internalization Advantages of a foreign market 	1,2,3

			<ul style="list-style-type: none"> • Students understanding the challenges of the legal environment where MNEs operate • Students understanding the challenges of the social environment where MNEs operate • Knowledge and ability to apply learned information and critical thinking. 	
Research project and class-presentation (week 14)	20	30%	<ul style="list-style-type: none"> • evaluate the capacity of students to identify a topic and research on it 	1,2,3
TOTAL	150	100%		

*1 = Critical Thinking; 2 = Effective Communication; 3= Effective and Responsible Action

7. Detailed description of the assignments

Mid term

The mid term will consist on a part are tested on the basis of 1) multiple choices,2) knowledge of theoretical concepts, 3) capacity to solve a business case

Assessment breakdown

Assessed area	Percentage
Capacity to identify challenges for Multi-National Companies	33.3%
Capacity to discuss theoretical concepts	33.3%
Capacity to solve practical exercises	33.3%
Total	

Final

The final will consist on a part are tested on the basis of 1) multiple choices,2) knowledge of theoretical concepts, 3) capacity to solve a business case

Assessment breakdown

Assessed area	Percentage
Capacity to identify challenges for Multi-National Companies	33.3%
Capacity to discuss theoretical concepts	33.3%
Capacity to solve practical exercises	33.3%
Total	

Essay

The research project has to be run individually and involves a research (1,500- 2,000 words) on a topic chosen by the student but related to the course. The choice of the topic can be discussed with the instructor. Plagiarism will not be tolerated.

Assessment breakdown

Assessed area	Percentage
Capacity to identify a valid research topic	15%

Capacity to discuss controversial points	45%
Capacity to connect theory and practice	40%
Total	100%

8. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules available in the Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work.

Electronic communication and submission

The university and instructors shall only use students' university email address for communication. It is strongly recommended that any email communication between students and instructors take place in NEO LMS.

Each e-mail sent to an instructor that is about a new topic (meaning not a reply to an original email) shall have a new and clearly stated subject and shall have the course code in the subject, for example: "COM101-1 Mid-term Exam. Question".

All electronic submissions are carried out through NEO LMS. No substantial pieces of writing (especially take home exams and essays) can be submitted outside of NEO LMS.

Attendance

Attendance, i.e., presence in class in real-time, is required. Students who are absent 35 percent of classes or more cannot complete the course. Those with a majority of unexcused absences will be failed; those with a majority of excused absences will be administratively withdrawn from the course. Students may also be marked absent if they miss a significant part of a class (for example by arriving late or leaving early).

Absence excuse and make-up options

Should a student be absent from classes for relevant reasons (illness, serious family matters), s/he can submit to the Dean of Students an Absence Excuse Request Form supplemented with documents providing reasons for the absence. These must be submitted within one week of the absence. If possible, it is recommended the instructor be informed of the absence in advance. Should a student be absent during the add/drop period due to a change in registration this will be an excused absence if s/he submits an Absence Excuse Request Form along with the finalized add/drop form.

Students whose absence has been excused by the Dean of Students are entitled to make up assignments and exams provided their nature allows. Assignments missed due to unexcused absences which cannot be made up, may result in a decreased or failing grade as specified in the syllabus.

Students are responsible for contacting their instructor within one week of the date the absence was excused to arrange for make-up options.

Late work: No late submissions will be accepted – please follow the deadlines.

Electronic devices

Any electronic devices (phones, tablets, laptops...) may be used only for class-related activities (taking notes, looking up related information...). Any other use will result in being marked absent and/or being expelled from the class. No electronic devices may be used during the tests.

Eating is not allowed during classes.

Cheating and disruptive behavior

If a student engages in disruptive conduct unsuitable for a classroom environment, the instructor may require the student to withdraw from the room for the duration of the class and shall report the behavior to the Dean.

Students engaging in behavior which is suggestive of cheating will, at a minimum, be warned. In the case of continued misconduct, the exam or assignment will be failed and the student will be expelled from the exam or class.

Plagiarism and Academic Tutoring Center

Plagiarism is "the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work." (Random House Unabridged Dictionary, 2nd Edition, Random House, New York, 1993)

Turnitin's White Paper 'The Plagiarism Spectrum' (available at <http://go.turnitin.com/paper/plagiarism-spectrum>) identifies 10 types of plagiarism ordered from most to least severe:

1. CLONE: An act of submitting another's work, word-for-word, as one's own.
2. CTRL-C: A written piece that contains significant portions of text from a single source without alterations.
3. FIND-REPLACE: The act of changing key words and phrases but retaining the essential content of the source in a paper.
4. REMIX: An act of paraphrasing from other sources and making the content fit together seamlessly.
5. RECYCLE: The act of borrowing generously from one's own previous work without citation; To self-plagiarize.
6. HYBRID: The act of combining perfectly cited sources with copied passages—without citation—in one paper.
7. MASHUP: A paper that represents a mix of copied material from several different sources without proper citation.
8. 404 ERROR: A written piece that includes citations to non-existent or inaccurate information about sources
9. AGGREGATOR: The "Aggregator" includes proper citation, but the paper contains almost no original work.
10. RE-TWEET: This paper includes proper citation, but relies too closely on the text's original wording and/or structure.

At minimum, plagiarism from types 1 through 8 will result in a failing grade for the assignment and shall be reported to the Dean. The Dean may initiate a disciplinary procedure pursuant to the Academic Codex. Allegations of bought papers and intentional or consistent plagiarism always entail disciplinary hearing and may result in expulsion from AAU.

If unsure about technical aspects of writing, students are encouraged to consult with the tutors of the AAU Academic Tutoring Center. For more information and/or to book a tutor, please contact the ATC at: <http://atc.simplybook.me/sheduler/manage/event/1/>.

Course accessibility and inclusion

Students with disabilities are asked to contact the Dean of Students as soon as possible to discuss reasonable accommodations. Academic accommodations are not retroactive. Students who will be absent from course activities due to religious holidays may seek reasonable accommodations by contacting the Dean of Students in writing within the first

two weeks of the term. All requests must include specific dates for which the student requests accommodations.

9. Grading Scale

Letter Grade	Percentage *	Description
A	95 – 100	Excellent performance. The student has shown originality and displayed an exceptional grasp of the material and a deep analytical understanding of the subject.
A-	90 – 94	
B+	87 – 89	Good performance. The student has mastered the material, understands the subject well and has shown some originality of thought and/or considerable effort.
B	83 – 86	
B-	80 – 82	
C+	77 – 79	Fair performance. The student has acquired an acceptable understanding of the material and essential subject matter of the course, but has not succeeded in translating this understanding into consistently creative or original work.
C	73 – 76	
C-	70 – 72	
D+	65 – 69	Poor. The student has shown some understanding of the material and subject matter covered during the course. The student's work, however, has not shown enough effort or understanding to allow for a passing grade in School Required Courses. It does qualify as a passing mark for the General College Courses and Electives.
D	60 – 64	
F	0 – 59	Fail. The student has not succeeded in mastering the subject matter covered in the course.

* Decimals should be rounded to the nearest whole number.

Prepared by and when: Pietro Andrea Podda, December 10, 2020

Approved by and when:

Karel Kubias, Chair, Department of Management, January 19, 2021

Jan Vasenda, Dean, School of Business Administration, February 4, 2021