



University of
New Haven

International Business

SECTION I: Course Overview

Course Code: BUS320PRG

Subject Area(s): Business

Prerequisites: None

Language of Instruction: English

Total Contact Hours: 45

Recommended Credits: 3

COURSE DESCRIPTION

This intermediate-level course analyses both internal business practices of international firms and external global environments in which they operate in order to provide an international perspective on today's global business activities and the challenges facing business executives striving to compete successfully in 21st century.

The course provides essential and specialized knowledge in the many and diverse areas affecting sound and workable international business practices, including the patterns of international trade; the structure and institutions of global finance; the competitive environment of the international marketplace; the cultural, political-economic and legal-labor factors affecting international business; the cross-cultural marketing and management techniques essential for dealing with foreign values, habits and expectations; and the challenges of ethical and economic constraints imposed upon both manufacturing and human resource management in international markets today.

The globalization of business thus figures largely in this course. Drawing from real-life case studies and present examples, this course analyzes specific business practices related to distinct cultures in order to demonstrate how different national business cultures have adapted to, and have sometimes reinvented themselves within, the structural reality of globalization. This course provides a broad-based foundation for understanding the many actors, practices, and structural forces that make up the global marketplace today. It will prepare students for pursuing additional business studies within a wide range of courses in international marketing, management, and finance while equipping them with knowledge needed to take on future challenges in international businesses ventures.

LEARNING OBJECTIVES

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

- Analyze current developments in the global business environment
- Compare and contrast the various modes of entry into international markets
- Assess the risks and challenges of doing business in various environments, including the impact of key political, economic, and cultural variables
- Explain the techniques by which firms and nations enhance competitive advantage
- Apply theories of international trade and investment to business practice

SECTION II: Instructor & Course Details

INSTRUCTOR DETAILS

Name: TBD
Contact Information: TBD
Term: SEMESTER

GRADING & ASSESSMENT

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

Engagement	20%
Homework	20%
Midterm Examination	20%
Individual Presentation	20%
Final Project	20%

ASSESSMENT OVERVIEW

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

Engagement (20%): Engagement in class is expected of all CEA CAPA students. Guidelines for engagement can be found on the list of academic policies.

Homework (20%): Homework assignments include submitting written responses to questions pertinent to course material and the assigned readings. There are ten homework assignments to submit throughout the semester, the due dates are indicated in the syllabus.

Midterm Examination (20%): The midterm exam is designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed above. It is comprised of questions and exercises that test your abilities in three important areas of competency: the amount of information you master; the accuracy of the information you present; and the significance you ascribe to the facts and ideas you have integrated across your study in this course. More specifically, the midterm exam is comprised of multiple choice questions related to readings and assigned chapters from the course textbook.

Individual Presentation (20%): Specific 15-minute-long individual presentations of case studies assigned will be delivered orally in class. You may prepare a PowerPoint file for your presentation, but this will depend on the topic that you will present. The evaluation of your individual presentation will be based upon: organization and quality of your presentation, quality of report content, depth of research and pertinence of sources consulted, clarity of analysis, and the capacity to synthesize the elements examined into a coherent whole. Further details and rubric will be provided in class.

Final Project (20%): Following your individual presentation, you are to submit a final written project. This project will be an extension of your individual presentation and an analytical deep dive into the topic assigned based on the feedback provided in connection with individual presentation. This project must include a cover page, table of contents, your research and analysis, and a bibliography. The written submission must be at least 5 pages, cover and appendices excluded.

ACTIVE LEARNING

CEA CAPA courses are designed to include a variety of active learning component that will take you out of the classroom and allow you to explore your local, host city. This course includes:

- Field visits: Guided field visit at „U Fleku“, Czech National Bank
- Guest speaker

REQUIRED READINGS

The reading assignments for this course are listed below. All required readings must be completed according to the due date assigned by the course instructor. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format) and/or through CEA CAPA's online Moodle classroom.

SELECTED READING(S): The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

- Cavusgil, S.T., Knight, G., Riesenberger, J.R. *International Business: The New Realities*. 5/E, London: Pearson, 2020.

RECOMMENDED READINGS

The recommended reading(s) and/or text(s) for this course are below. These recommended readings are not mandatory, but they will assist you with research and understanding course content.

- Daniels, Radebaugh & Sullivan, *International Business*, Global Edition, London: Pearson, chapter 5, 2016.
- Sato, A. – Halík, J. – Hinčica, V.: *International Business Operations*. 1/E, Prague: University of Economics, Prague - Oeconomica Publishing House, 2017.
- The Global Risks Report 2022, 17th Edition, published by the World Economic Forum.
- The Global Competitiveness Report: How Countries are Performing on the Road to Recovery, published by the World Economic Forum, 2020.
- Doing Business: Comparing Business Regulation in 190 Economies, published by International Bank for Reconstruction and Development / The World Bank, 2020.

KEY RESOURCES

In order to ensure your success abroad, CEA CAPA has provided the academic resources listed below.

- **UNH Online Library:** As a CEA CAPA student, you will be given access to the online library of the University of New Haven (UNH). You may access the UNH online library [here](#). You must comply with [UNH Policies](#) regarding library usage.
- **CEA CAPA Classroom – Moodle**

COURSE CALENDAR
INTERNATIONAL BUSINESS

SESSION	TOPICS	ACTIVITY	READINGS & ASSIGNMENTS
1	What is International Business? Key Concepts Actors & Participants	Presentation of Syllabus Case Analysis Country Information – resources overview	Cavusgil <i>et al</i> , Chapter 1
2	Globalization of Markets & the Internationalization of the Firm Creating an Organizational Framework	Case Analysis Identify major positive and negative impacts of globalization	Cavusgil <i>et al</i> , Chapter 2 Homework 1 due
3	Political & Legal Systems Defining & Assessing Country Risk The Political & Legal System	Case Analysis The Economic and Social Transformation in Eastern and Central European Countries Assigning Indiv. Presentation/Final Project	Cavusgil <i>et al</i> , Chapter 6 Homework 2 due
4	The Cultural Environment Interpretations & Dimensions of Culture Managerial Cross-Cultural Guidelines	Case Analysis The impact of cultures on business <i>Guest Speaker*</i>	Cavusgil <i>et al</i> , Chapter 3 Homework 3 due
5	The Economic Environment Types of Economic Environments The Comparison of Economic systems	World Bank Group, World Economic Forum Midterm Exam Review	Cavusgil <i>et al</i> , Chapter 5 Homework 4 due
6	MIDTERM EXAM	FIELD STUDY “U FLEKU”	
7	Government Intervention Protectionism vs. Liberalism Tariff vs. Non-tariff Instruments	Case Analysis Privatization in CEECs Trade Wars	Cavusgil <i>et al</i> , Chapter 6 Homework 5 due
8	Regional Economic Integration Free Trade Area, Customs Union, Common Market, Economic/Monetary Union	Case Analysis NAFTA, ASEAN, MERCOSUR, EU/EMU, BRICS, OPEC	Cavusgil <i>et al</i> , Chapter 8 Homework 6 due
9	The Monetary and Financial Environ. A Typology of IMFE Participants The Role of IGOs in Global Trade	Case Analysis Global Financial Crisis 2008	Cavusgil <i>et al</i> , Chapter 9 Homework 7 due

10	FIELD STUDY “CZECH NATIONAL BANK”		
11	Strategy and Decision Making in a Global Company Entry Strategy to Foreign Markets	Case Analysis Case - Business Intermediation in Exporting	Cavusgil <i>et al</i> , Chapter 11 Homework 8 due
12	Global Market Opportunity Assessment Assessing Organization Readiness, Suitability of Products & Industry Market Potential Choosing Foreign Business Partners	Case Analysis Case – Best Delivery Condition	Cavusgil <i>et al</i> , Chapter 12 Homework 9 due
13	Exporting and Global Sourcing Strategies of Licensing and Franchising Managing export-import transactions International logistics	Case Analysis Case – Best Offer Selection Case – Counterfeiting	Cavusgil <i>et al</i> , Chapter 13 and 15 Homework 10 due
14	Marketing in the Global Firm Adapting to Global Marketing Strategies Branding & Product Development Advertising & Marketing Communication	Case Analysis Case – Ethics in Global Marketing Individual Presentation (ppt) Review Final Project (essay) Review	Cavusgil <i>et al</i> , Chapter 16
15	INDIVIDUAL PRESENTATIONS		

The instructor reserves the right to make changes or modifications to this syllabus as needed.

SECTION III: CEA CAPA Academic Policies

To see all CEA CAPA academic policies outlined, please follow the following links. Students are expected to review and understand all CEA CAPA student policies, including the academic policies outlined online. CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time.

Class & Instructor Policies can be found [here](#)

General Academic Policies can be found [here](#)