



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:	SUMMER

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.

REQUIRED TEXT(S): You may purchase or acquire the required text(s) prior to departure or upon program arrival. The required text(s) are listed below:

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

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).

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 you 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	<p>What is International Business? Key Concepts Actors & Participants Why Study International Business</p>	<p>Presentation of Syllabus Case Analysis Country Information – resources overview</p>	<p>Cavusgil, Knight & Riesenberger Chapter 1</p>
2	<p>Globalization of Markets & the Internationalization of the Firm The Historiography of Globalization Creating an Organizational Framework Dimensions & Drivers of Globalization</p>	<p>Case Analysis Identify major positive and negative impacts of globalization</p>	<p>Cavusgil <i>et al.</i>, Chapter 2 Homework 1 due</p>
3	<p>Political & Legal Systems in National Environments Defining & Assessing Country Risk The Political & Legal System A Typology of Actors & Player</p>	<p>Case Analysis The Economic and Social Transformation in Eastern and Central European Countries Assigning individual presentations</p>	<p>Cavusgil <i>et al.</i>, Chapter 6 Homework 2 due</p>
4	<p>The Cultural Environment of International Business Interpretations & Dimensions of Culture Managerial Guidelines for Cross-Cultural Success</p>	<p>Case Analysis The impact of cultures on business <i>GUEST SPEAKER</i></p>	<p>Cavusgil <i>et al.</i>, Chapter 3 Homework 3 due</p>
5	<p>The Economic Environment of International Business Types of Economic Environments The Comparison of Economic systems Government Intervention and Regional Economic Integration Government Instruments for Intervention A Typology of Regional Integration</p>	<p>Case Analysis WEF The Global Risks Report 2022 WBG Doing Business Report 2020 Case Analysis European Union – history, structure Midterm Examination Review</p>	<p>Cavusgil <i>et al.</i>, Chapter 5 (pp. 156-166) and 7 Daniels 5 Homework 4 due</p>
6	<p>MIDTERM EXAM <i>FIELD VISIT</i></p>		

7	<p>The International Monetary and Financial Environment A Typology of IMFE Participants The Role of IGOs in Global Trade</p>	<p>Case Analysis Global Financial Crisis 2008</p>	<p>Cavusgil <i>et al</i>, Chapter 9</p>
8	<p>Strategy and Decision Making in an International Firm Organizational Structures of an International Firm Entry Strategy to Foreign Markets</p>	<p>Case Analysis Business Intermediation in Exporting to Turkish market</p>	<p>Cavusgil <i>et al</i>, Chapter 11 Sato, Halik & Hincica Homework 5 due</p>
9	<p>Global Market Opportunity Assessment Assessing Organization Readiness, Suitability of Products & Industry Market Potential Choosing Foreign Business Partners</p>	<p>Case Analysis Case – Best Delivery Condition FIELD VISIT</p>	<p>Cavusgil <i>et al</i>, Chapter 12 Homework 6 due</p>
10	<p>Exporting and Global Sourcing Managing export-import transactions Identifying and working with foreign intermediaries International logistics</p>	<p>Case Analysis Case – Best Offer Selection Individual Presentations Review</p>	<p>Cavusgil <i>et al</i>, Chapter 13 Homework 7 due</p>
11	<p>Strategies of Licensing and Franchising Licensing/franchising as an entry strategy Advantages/disadvantages Infringement of intellectual property</p>	<p>Case Analyses Case - Counterfeiting Oral Individual Presentations in Class</p>	<p>Cavusgil <i>et al</i>, Chapter 15 Individual Presentations Due</p>
12	<p>Marketing in the Global Firm Setting & Adapting to Global Marketing Strategies Branding & Product Development Advertising & Marketing Communication</p>	<p>Case Analysis Ethics in Global Marketing Corporate Social responsibility</p>	<p>Cavusgil <i>et al</i>, Chapter 16 Final project due</p>

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](#)