

Course Last Updated 4/1/2024



Principles of International Business

Section I: Course Overview

Course Code: BUS388

Subject Area(s): Business

Prerequisites: One 200 level business course or two 100 level business courses

Language of Instruction: English

Total Contact Hours: 45

Credits: 3

Course Fees: N/A

Course Description

This course explores the important concepts and perspectives for international business in the age of globalization. It examines the external and internal conditions that multinational enterprises must recognize, interpret and steer to prosper and thrive. Globalization is introduced and interpreted alongside the world's systems, frameworks, structures, patterns, strategies, approaches, and channels for achieving organizational success in the global marketplace.

In addition to examining the established theory and application behind the management of political, economic, sociocultural and technological factors, the course investigates the effects of global crises such as the coronavirus pandemic on global business. Emerging concepts around risk management and sustainability are covered for each topic. Class activities, lectures and field studies are designed to increase understanding of international business across all theoretical areas in the context of globalization.

Learning Objectives

- Identify key terms for international business, including theories, best practices and applications of managing multinational enterprises organizations.
- Analyze the historical context and impact on economic regional integration as well as established and emerging markets.
- Explain how trade and investment policies determine multinational corporation strategies.

- Examine the nature of sustainable organizations in the modern world describing how they are consistently adapting to challenges and opportunities and how they meet stakeholder expectations.

Section II: Instructor & Course Details

Instructor Details

Name: TBC

Contact Information: TBC

Term: TBC

Course Day and Time: TBC

Office Hours: TBC

Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

Engagement - 20%

Poster Presentation - 20%

Mid-term Exam - 25%

Research Paper - 35%

Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

Engagement (20%): Students are expected to be engaged in class, to have read the [CEA CAPA Engagement Policy](#), and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

The course is designed to provide the optimum opportunities for students to participate and develop their confidence, and skills in debating, negotiation and engagement (on both an individual, team and small group basis).

Participation assesses preparation for weekly sessions and the quality (rather than quantity) of student's contributions individually in class discussions, and jointly in small group discussions.

Poster Presentation (20%): The presentation is carried out in small groups (3-4 students) and each group presents once in the semester. The presentation topics should be identified by each group and agreed on at the start of the semester. The group presentation (15-20 minutes) links the theory and concepts learned in class and via reading with a selected multinational corporation to analyse its performance internationally. Each group should prepare an e-poster and be ready to address questions from the class at the end of the presentation. The grading is based upon the ability to link theory with business-world examples; the groups presenting should show evidence of engaging with the audience.

Mid-Term Exam (25%): There is a mid-term exam covering the material of sessions 1-5. It consists of a one-hour in-class exam consisting of 100 multiple-choice questions based on the

content covered in class and through homework. Each correctly answered question is awarded 1 point.

Research Paper (35%): The research paper is a 2,000 (+/- 10%) word essay due April 15th, by 10pm, on the following topic:

Employ concepts, theories and analytical frameworks studied during this course to analyze the strategies implemented by an international company of your choice to be socially responsible. Explain how different factors (economic, legal, technological, cultural etc.) and national/international policies influence its international success.

NB Late submissions will be marked down 3 points for every 24-hour delay or less.

During the class in week 12, students provide a status update on the progress they made on the research paper. This presentation is not assessed but you must be well prepared for this update. Failure to deliver this presentation will result in a 5% reduction of the final mark for the research paper. Each student will be allocated a time slot.

Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

- Visit to coffee roaster

Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

Required Readings

Griffin, R.W., and Pustay, W.M. (2020) International Business. A Managerial Perspective (9th ed.), Pearson Global Edition.

Recommended Reading(s)

All course material can be accessed on CANVAS >> Modules. Students are expected to read additional material for the research paper and the oral presentations in week 14. Further instructions will be provided during the course.

Course Calendar

Session 1	
Topics	GLOBAL BUSINESS ENVIRONMENT: AN INTRODUCTION

Activity	Slide presentation and class discussion
Readings and Assignments	<p>Readings: Chapter 1</p> <p>Assignments: Revision of Lecture 1 in preparation for the mid-term exam. Quiz 1 is available on Canvas (Quizzes).</p>

Session 2	
Topics	THE ECONOMIC ENVIRONMENT
Activity	Slide presentation and class discussion
Readings and Assignments	<p>Readings: Chapter 2 Thomas Sowell on 'Wealth, Poverty and Politics' - YouTube video(42min) https://www.youtube.com/watch?v=ICsPQnGJEpY</p> <p>Assignments: Revision of Lecture 2 in preparation for the mid-term exam. Quiz 2 is available on Canvas (Quizzes). Choose the company and start searching materials for your e-poster.</p>

Session 3	
Topics	THE INSTITUTIONAL ENVIRONMENT
Activity	Slide presentation and class discussion
Readings and Assignments	<p>Readings: Chapter 3</p> <p>Assignments: Revision of Lecture 3 in preparation for the mid-term exam. Quiz 3 is available on Canvas (Quizzes). Start working on your e-poster.</p>

Session 4	
Topics	THE CULTURAL ENVIRONMENT
Activity	Slide presentation and class discussion
Readings and Assignments	<p>Readings: Chapter 4</p> <p>Assignments: Revision of Lecture 4 in preparation for the mid-term exam. Quiz 4 is available on Canvas (Quizzes). Finalize your e-poster and rehearse the presentation within your group.</p>

Session 5	
Topics	ETHICS AND CSR IN INTERNATIONAL BUSINESS
Activity	Slide presentation and class discussion
Readings and Assignments	<p>Readings: Chapter 5</p> <p>Assignments: Revision of Lectures 1-5 in preparation for the mid-term exam. Quiz 5 is available on Canvas (Quizzes). The poster presentations will be delivered during the second part of the lecture.</p>

Session 6	
Topics	THE GLOBAL COFFEE INDUSTRY
Activity	Mid-term exam, slide presentation and class discussion

Readings and Assignments	Assignments: The mid-term exam is scheduled before the lecture (10:00 - 11:00) and will be accessed through Canvas.
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Session 7	
Topics	Guest Lecture

Session 8	
Topics	A 'GLOCAL' BUSINESS IN LONDON: SQUARE MILE COFFEE ROASTERS
Activity	Visit a coffee roastery in London. Further details will be made available closer to the date.
Readings and Assignments	

Session 9	
Topics	INTERNATIONAL TRADE AND INVESTMENT
Activity	Short debriefing after the field trip, slide presentation and class discussion.
Readings and Assignments	Readings: Sections from chapters 6, 9 and 10

Session 10	
Topics	INTERNATIONAL MONETARY SYSTEM AND FINANCIAL MARKETS
Activity	Slides presentation and class discussion.
Readings and Assignments	Readings: Sections from Chapters 7 and 8 Assignments: Choose the company for assessment 3 and start working on the research paper outline.

Session 11	
Topics	MANAGING INTERNATIONAL BUSINESS
Activity	self-study with the aid of material provided beforehand.
Readings and Assignments	Readings: Sections from Chapters 11, 12 and 13 Assignments: Continue working on the research paper outline.

Session 12	
Topics	INDIVIDUAL PRESENTATIONS
Activity	Not-assessed student presentations and Q&A on the final assignment (agreed time slots).
Readings and Assignments	Assignments: Present the paper outline and complete the research paper. Note: The presentation is not assessed but is mandatory for all students. Failure to deliver this presentation will result in a 5% reduction of the final mark for the research paper.

Session 13	
Topics	THE GLOBAL TOURISM INDUSTRY

Activity	GUEST SPEAKER: James Scipioni, founder of the sustainable travel platform “Otherlands Travel” Slide presentation and class discussion
Readings and Assignments	Readings: Christian, M. and Nathan, D. (2013) Tourism overview: changing end markets and hyper-competition, Capturing the Gains, March 2013, Working Paper 26 https://globalvaluechains.org/sites/globalvaluechains.org/files/publications/ctg-wp-2013-26.pdf Assignments: Your Research Paper is due today by 10 am.

Session 14	
Topics	STUDENT-LED SESSION: ‘MY ETHICAL AND RESPONSIBLE INTERNATIONAL BUSINESS’
Activity	Student presentations; slides not required
Readings and Assignments	

Session 15	
Topics	STUDENT-LED SESSION: ‘MY ETHICAL AND RESPONSIBLE INTERNATIONAL BUSINESS’ (Continued)
Activity	Student presentations; slides not required
Readings and Assignments	

Section III: Academic Policies and Standards

Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration.

These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.