

## SYLLABUS

**Date/Revision** Aug 15, 2019/SaP  
**Faculty** Business and Social Sciences  
**Study Program** IBA, MGT

### SUBJECT: International Business

#### 1 Basic Information

<b>1.01</b>	<b>Subject Name</b>	<b>International Business</b>
<b>1.02</b>	<b>Semester</b>	3
<b>1.03</b>	<b>Level</b>	1
<b>1.04</b>	<b>SKS</b>	3
<b>1.05</b>	<b>Mandatory / Curriculum</b>	D-05
<b>1.06</b>	<b>Subject Code</b>	INBU
<b>1.07</b>	<b>Subject Code</b>	BSS-D-INBU-2000
<b>1.08</b>	<b>Year</b>	2017 (7)
<b>1.09</b>	<b>Quality Control</b>	Final Test, Quiz, see evaluation
<b>1.10</b>	<b>Limitations</b>	Min 12 and Max 32 students in one class
<b>1.11</b>	<b>Combined with</b>	MGT (electives)
<b>1.12</b>	<b>Prerequisite</b>	Business Management 1, Business Management 2
<b>1.13</b>	<b>Responsible</b>	Norman Yachya, MBA, Astrid Wiriadidjaja, MSi, Tb Ari Wibawa Mukti, MSc & Dr. Samuel Prasetya
<b>1.14</b>	<b>Revision</b>	Aug 15, 2019/SaP

#### 2 Description of Subject

International Business explains how and why the world's countries differ by presenting a review of economics and politics of international trade and investment and the functions and form of the global monetary system. Arguments for and against are presented related to economic theories, government policies, business strategies, organizational structures, and so on. International Business explains the complexities of many theories and phenomena unique to international business so a student might fully comprehend statements of a theory or the reasons a phenomenon is the way it is. These topics through in-class presentations, exercises discussions (both face-to-face and online), readings (from both text and online sources), exercises (both individual and group-based), and a variety of graded assignments and tests.

### 3 Objectives

- gather information and data needed for international business decisions (skill development)
- international business terms and concepts (content knowledge)
- types of economic, political and legal systems and their impact on business (content knowledge)
- international exchange rates and their effects on global business (content knowledge)
- the ability to present a balanced view of international business that takes into account both the home and host governments

### 4 Competency

- After having the course, students are expected to:
- Select and use appropriate sources to gather information and data needed for international business decisions (skill development)
  - Define key in international business terms and concepts (content knowledge)
  - Identify how cultural variables affect business (content knowledge and skill development)
  - Identify different types of economic, political and legal systems and their impact on business (content knowledge)
  - Compare and contrast major trade theories and trade policies and their affects on business (content knowledge)
  - Identify international exchange rates and their effects on global business (content knowledge)
  - Critically analyze the opportunities and risks associated with international business activities (content knowledge and skills development)
  - Become familiar with key concepts, theoretical frameworks, main driving forces and basic operational processes of international business.
  - Develop the ability to present a balanced view of international business that takes into account both the home and host governments

### 5 Learning Approach / Methodology

- Lectures/ Class contact (time-tabled) supplemented with interactive questions and answers;
- Discuss and describe the solution of the problem in the company;
- Tutorial/Laboratory/Practice Classes: preview of materials, revision and/or reports writing;
- Student Study Effort: homework/assignment; preparation for test/quizzes/ examination.

### 6 Evaluation

5.1	<b>Absence maximum</b>	25%
5.2	<b>Participation in Discussion</b>	10 Points
5.3	<b>Homework/Classwork</b>	10 Points
5.4	<b>Presentation/Simulation/Games</b>	10 Points
5.5	<b>Quizzes</b>	10 Points
5.6	<b>Final Examination</b>	60 Points

	<b>Total</b>	100 Points
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**7 Text Book and Reference**

<b>1</b>	<b>Main Text Book:</b> Text Book: International Business: Competing in the Global Marketplace, 10th Edition, Hill, McGraw-Hill/Irwin, ISBN # 978-007-811-2775
<b>2</b>	<b>Supplement Textbooks:</b> Various online journal articles.

**8 Content / Topics of Lecture**

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	Introduction and Overview Globalization & National Differences in Political Economy  Cases: <ul style="list-style-type: none"> <li>• Globalization in Health Care</li> <li>• Ikea</li> <li>• Suharto</li> <li>• Indonesia After Suharto</li> </ul>	Ch. 1-2	Group formation  2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
2	Political Economy and Economic Development Differences in Culture & Ethics in International Business  Cases: <ul style="list-style-type: none"> <li>• Walmart</li> <li>• DMG Shanghai</li> <li>• Apple iPod</li> <li>• Google in China</li> </ul>	Ch. 3-4	2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
3	International trade theory & The Political Economy of International trade  Cases: <ul style="list-style-type: none"> <li>• Bangladesh Textile Trade</li> <li>• Trade in Information Technology and US Economic Growth</li> <li>• Why did Global Food Prices Rise?</li> </ul>	Ch. 5-6	2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
4	Foreign Direct Investment (FDI) & Regional Economic Integration	Ch. 7-8	<b>Quiz 1</b>

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	Cases <ul style="list-style-type: none"> <li>Starbucks</li> <li>Mittal Steel</li> <li>European Energy Market</li> <li>The Greek Sovereign Debt Crisis</li> <li>NAFTA &amp; US Textile Industry</li> </ul>		2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
5	The Foreign Exchange Market & The International Monetary System  Cases: <ul style="list-style-type: none"> <li>Hyundai and Kia Face a Strong Won</li> <li>The Curse of the strong Dollar at STMicro</li> <li>Argentina Monetary Crisis</li> <li>China Managed Float</li> </ul>	Ch. 9-10	2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
6	The Global Capital and Debt Markets  Cases: <ul style="list-style-type: none"> <li>Bank of China</li> <li>China Mobile</li> </ul>	Ch. 11	2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
7	The Strategy of International Business & The Organization of International Business  Cases: <ul style="list-style-type: none"> <li>MTV</li> <li>Nestle</li> <li>Walmart Global Expansion</li> <li>Unilever</li> </ul>	Ch. 12-13	<b>Quiz 2</b>  2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
8	<b>Semester Break: Only Make-Up Classes</b>		
9	International Market Entry Strategy and Strategic Alliances  Cases: <ul style="list-style-type: none"> <li>JCB Bank in India</li> <li>Tesco Goes Global</li> </ul>	Ch. 14	2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
10	Exporting, Importing and Counter Trade  Cases: <ul style="list-style-type: none"> <li>Small Business</li> <li>Megahertz Communication</li> </ul>	Ch. 15	2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
11	Global Production Outsourcing and Logistics & Global Marketing and R&D	Ch. 16-17	<b>Quiz 4</b>

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	Cases: <ul style="list-style-type: none"> <li>• Li &amp; Fung</li> <li>• Microsoft Outsourcing Xbox Production</li> <li>• Levi Strauss Goes Local</li> <li>• Kodak in Russia</li> </ul>		2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
12	Global Human Resources Development, Accounting and Finance in International Business  Cases: <ul style="list-style-type: none"> <li>• Lenovo</li> <li>• XCO in China</li> <li>• Procter &amp; Gamble</li> <li>• Brazil Gol</li> </ul>	Ch. 18-20	2 hours with Ms. Astrid Wiriadidjaja, MSi & Tb Ari Wibawa Mukti, MSc  1-hour Case Studies with Dr. Samuel Prasetya
13	Review/Presentation	Ch. 1-20	Dr. Samuel Prasetya
14	Review/Presentation		Dr. Samuel Prasetya
15	Review/Presentation		Dr. Samuel Prasetya
16	<b>Semester Break: Only Make-Up Classes</b>		
17	<b>Final Examination</b>	Ch 1-20	Comprehensive final exam