
SYLLABUS

Date/ Revision : August 11, 2017 (v.2)
Faculty : Business and Social Sciences
Approval : Dr. Samuel Prasetya

SUBJECT : International Business

1. Identification of Subject:

Name of Subject : International Business
Code of Subject : INMG-2000
SKS / ECTS : 3
Semester : 5
Study Program : B-IBA
Lecturer : Norman Yachya , ST, MBA, Mega Saffira, MA & Dr. Samuel Prasetya

2. Competency

After having the course, students are expected to be able to:

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

3. 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 on-line sources), exercises (both individual and group-based), and a variety of graded assignments and tests.

4. Learning Approach

Approach : Classroom , One on one , group discussion and interactive activities.
Method : A combination of lectures, case studies, videos, live projects and in-class discussions will be employed to familiarize students with the theories and key concepts of the course. Students are required to participate actively in class discussion.

Student Task : Group Assignment
Media : LCD and Video

5. Evaluation

- a) Absence maximum : 25%
- b) Participation in discussion : 10 points
- c) Group Assignment : 20 points
- d) Project Presentation : 15 points
- e) Daily Quiz : 10 points
- f) Final Examination : 45 points
- Total : 100 points

6. Contents/ Topics of Lecturing:

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	Introduction and Overview Globalization National Differences in Political Economy	Ch. 1, 2	Group formation
2	Political Economy and Economic Development Differences in Culture Ethics in International Business	Ch. 3,4,5	
3	International trade Theory The Political Economy of International trade Project Proposal Due	Ch. 6 + 7	Draft I
4	Foreign Direct Investment (FDI) Regional Economic Integration Case 1 : Google in China ethics case	Ch. 8 + 9	Quiz I
5	The Foreign Exchange Market Caterpillar Hyundai and Kia The International Monetary System	Ch. 10 + 11	Draft II

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	Economic Turmoil in Latvia Russian Ruble Crisis and Its Aftermath Case 2 : The Global Financial Crisis and Protectionism		
6	The global capital and Debt Markets Anatomy of a Currency Crisis Did the Global Capital Markets Fail in Mexico Industrial and Commercial Bank of China International market entry strategy and strategic alliances	Ch. 12	Quiz II
7	The Strategy of International Business Evolution of Strategy at Procter & Gamble Coca Cola The Evolving Strategy at IBM Diebold The Organization of International Business A decade of Organizational Change at Unilever The international division of Wal-Mart The rise and fall of Dow Chemical's Matrix Structure Exporting , importing and counter trade Export Strategy at 3M Case 3: South Korean Currency Crisis	Ch. 13 + 14	
8	Semester Break: Only Make-Up Classes		
9	International market entry strategy and strategic alliances	Ch. 15	Draft III
10	Exporting , importing and counter trade Export Strategy at 3M	Ch. 16	Quiz III
11	Global Production outsourcing and logistics The Rise of the Indian Automobile Industry Building the Boeing 787 Global marketing and R&D Dove Building a Global Brand Microsoft in India Marketing to Black Brazil	Ch. 17 + 18	Draft IV
12	Global Human Resources Development Managing Expatriates at Royal Dutch Shell Astra Zeneca	Ch. 19 + 20	Quiz IV

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	Accounting and Finance in international business		
13	Presentation	Project	Group
14	Subject Review	Ch. 1-20	
15	Review chapters for final exams & group projects		Final draft
16	Semester Break: Only Make-Up Classes		
17	Final Examination	Ch 15-20	

7. Book Reference:

- a) **Text Book:** International Business: Competing in the Global Marketplace, 10th Edition, Hill, McGraw-Hill/Irwin, ISBN # 978-007-811-2775

8. The Project

The project is a business proposal to expand an existing or new product into a new, foreign market, which the **Project Group Leader** (acting as president of the business unit and other members of the group prepare to provide the necessary supports), will present to the class (acting as the Executive Committee of the corporation), seeking approval-in-principle to proceed. The proposal will NOT include an exhaustive financial justifications (bonus points if you include a relatively detail financial figures); rather, it will apply the lessons learned in this course and seek to demonstrate the **profit potentials** of the new product opportunity and the problems that need to be overcome in order to achieve success in penetrating the selected market to launch the product.

The proposal will address each of the following issues; **market potentials** for your product(s) in the national market you are proposing to enter together with a **sales forecast for the first 5 years, product sourcing, costs of operations, competition, barriers to entry, political risk, favorable attributes of the country for the product, problems anticipated after entry, sources of finance and foreign exchange issues and sales & marketing strategy** (a detailed sales & marketing strategy and market place research are critical)

The class presentation should last about 30 minutes (maximum), using visual aids to bring out the main findings of the project. It will cover all the issues listed above and will reach a recommendation supported by the data.