



BUSINESS SCHOOL

Course Outline 2017
INTBUS 201: FOUNDATIONS OF INTERNATIONAL BUSINESS
(15 POINTS)

Semester 2 (1175)

Course Prescription

Explores the distinctive nature of international business, the internationalisation of business and the interactions among the various actors in international business.

Programme and Course Advice

Prerequisite: BUSINESS 102, or MGMT 101 and ECON 101 and 111, or 191

Restrictions: INTBUS 210, 211

Goals of the Course

The study of international business is situated at the intersection between business and the international system. We need to understand the structure, processes, and institutions characterising the international system as well as the firms that adapt to operate in that system. The international order is dynamic, so we examine how and why it changes so as to better appreciate why, how, and where international business is done. Because international business is practiced in the real world, relevant theories and concepts are introduced within particular contexts. In particular, this course analyses the interactions among the various actors in international business. The course aims to equip students with the tools to analyse both new and historical developments and assess their significance.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Appreciate the influence of globalisation to firms and governments and individuals.
2. Identify the principal actors that have shaped the international business environment, and the tools they have used to do so.
3. Demonstrate understanding of contending arguments about the motivations of actors that affect the international business environment.
4. Understand the patterns, theories and concepts in international business and trade.
5. Demonstrate familiarity with the key features of the international business system.
6. Identify and explain the major challenges confronting international business firms.

Content Outline

- What is international business?
- International business and globalisation
- International business and trade
- International business and investment
- Firms and international business
- Governments and international business
- Country risk analysis

- Institutions and international business
- The world trading system
- The foreign exchange system
- The global financial system

Learning and Teaching

The class meets for three hours each week. Students are encouraged to participate and contribute during lecture sessions. The course will also utilize online learning tools. Independent learning is assumed and necessary.

Teaching Staff

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Learning Resources

A required textbook for the class will be:

Záborský, Peter (2016) *International Business and Global Strategy*. We will only cover Part 1 (International Business) of this e-textbook. You can download it for free at:

<http://bookboon.com/en/international-business-and-global-strategy-ebook> (links to an external website)

Other readings will be made available online via CANVAS.

You may also want to buy or borrow from the library some other standard International Business text as another source of general reference. Such textbooks include:

Cavusgil, S. T., Knight, G., Riesenberger, J. R., Rammal, H. G., & Rose, E. (2015). *International business: The new realities*. Melbourne, VIC: Pearson Australia.

Hill, C. and Hult, T. (2016). *Global Business Today*. McGraw-Hill.

Peng, M. (2016). *Global*. South-Western, Cengage Learning.

Assessment

Quizzes	20% (2 quizzes)
Participation (online)	10% (throughout the course)
Assignment	20% (due second half of the term)
Final exam	50% (university schedule)

Learning Outcome	Quizzes	Participation (online)	Assignment	Final Exam
1	X	X	X	X
2	X	X	X	X
3	X	X	X	X
4	X	X	X	X
5	X	X	X	X

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.

Student Feedback

Student evaluation of the course will be sought at the end of the course. But please don't wait until the end of the course if you have concerns or feedback! Students are welcome to raise any issues of concern during the course, and also to provide feedback about what they find useful (or not useful) while the course is in progress. If you feel uncomfortable approaching the instructor directly, you may also communicate with student representatives, the undergraduate advisor or the Head of Department.