

International Business

Course Brief Description

Number of credits: 4 ECTS

Course period: 1 semester / 2 classes per week

Language of Instruction: English

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Course description:

This course focuses on the economic, political, technical, strategic, and competitive factors and conditions impacting national and industrial sector performance in an increasingly global, cross-cultural and volatile marketplace. Students will consider concepts and examples that assist students in understanding the complexities and dynamism of the global business environment.

These concepts include: internationalization of the marketplace and its cross-cultural issues; the decision-making of global business and its ethical background; the importance of organizational domains variety, different forms of the international business and its management peculiarities, new entrepreneurial approaches that can leverage global opportunities: foreign market entry strategies; the roles of the multinational and economic development and opportunities in transition and emerging markets. Topics covered in the course include global economics challenges of today, cross-cultural communications role in international management, external and internal organizational relationships, growth and development strategy and techniques of international organizations, including multinationals, management and employment relations, business and society relations, social and technical systems correlation in providing manufacturing, service and information technologies. The application of organization theory to international management issues will be stressed in the course. We will discuss the theoretical underpinnings of what a multinational corporation (MNC) is how a firm becomes multinational/transnational and what types of strategies do MNC follow in their international expansion.

During the course, one will explore how different aspects modulate the economic policies of a country, and how individuals in other countries are impacted by such developments. In particular, one will consider how business executives can leverage from ongoing developments in BRICS and developing countries, and how the notion of entrepreneurship is evolving in the context of globalization of products and services, both in terms of suppliers and users.

Essential skills for academic study: carrying out research and developing analytical thinking, are to be developing in a way of creative teaching and creative learning, based on problem-based, interactive cases, programmed business plays and profound business and academic literature analysis

Prerequisites: Macroeconomics, Management, World Economy and International Economic Relations, Statistics

Postrequisites: International Marketing, International Finance Management, International Operations of a Company.

References:

Required literature:

- International Management: Culture, Strategy, and Behavior with World Map by Richard M Hodgetts, Fred Luthans, Hardcover, Publisher: McGraw-Hill/Irwin (8th Edition), 2014
- Additional Literature:
- Deresky H. International management: managing across borders and cultures.-8d ed.- Massachusetts, UK:Pearson - 2014. - 631p.
- Hofstede G. Cultures and organizations: software of the mind. - New York, etc.: McGraw Hill, 2000. - 280p.
- Richard L. Daft, Jonathan Murphy, Hugh Willmott, (2010) Organization theory and design. Andover (UK): South-Western/Cengage Learning International Edition
- Bartlett, Christopher; Ghoshal, Sumantra; Beamish, Paul (2008): Transnational Management – Text, Cases, And Readings in Cross-Border Management, 5th ed., McGraw-Hill: New York, ISBN 978-007-125915-6.
- Cullen J.B., Parboteeah K.P. International business: Strategy and the Multinational Company.- N.Y.: Routledge, 2009 – 501 p
- Мясоедов С.П. Основы кросскультурного менеджмента: Как вести бизнес с представителями других стран и культур Учебное пособие. – М.: Дело, 2008 – 256 с.
- Пивоваров С. Э., Тарасевич Л. С. Международный менеджмент: учебник для вузов — СПб: Питер, 2008

Other Resources (Journals):

Harvard Business Review

Journal of Business Development

British Journal of Management

Journal of Management

Journal of Business Studies

РБК (Russian Business Consulting)

Specific article and reading materials are suggested during the course

Unit Aims are not limited but call to

1. Provide a framework of knowledge, theory and understanding relative to international management and to examine appropriate strategies for successful operation in the 21st century.
2. Embrace the thinking of global corporations and minor league international firms as they implement policies to secure global sales.

Upon successful completion of this course, the students are to acquire the following learning outcomes

1) Knowledge and Understanding

- *Employ* theoretical and conceptual knowledge to *identify* and *analyze* international management and business problems in global contexts, *select* the most appropriate form of international organization needed for the suggested type of activity and cooperation.
- *Identify and place into practice* information-based decision making approaches to business and managerial problems with regards to ethical grounding and responsible leadership.

2) Intellectual Skills: Information Management

- *gather, analyse, and evaluate* business data and information and *transform* empirical data into useful and actionable information using a set of strategic and descriptive tools,
- *interpret and analyse* complex business issues from multiple perspectives and critically *review* academic literature and other relevant information sources,
- *design* an international company operating in the conditions of the diverse legal, socio-cultural and economic environment

3) Practical Skills: Inter/Multicultural Competency

- *apply* proven theoretical and conceptual knowledge of global business challenges in multicultural contexts, including political diversification and economic life-cycles.
- *operate* effectively within a multicultural team environment *demonstrating* teambuilding and intercultural communication skills.

4) Transferable Skills: Multicultural Communication

- *communicate* effectively in English in oral, written and electronic formats *using* communication and information technology for business applications, and is able *prepare* and *present* reports.
- *exercise* initiative and *take* personal responsibility for one's own work in terms of timeliness, professional behaviour, personal motivation and planning skills.

Course Outline

Introduction and orientation

Lecture 1: Foundations of multinational management

Lecture 2: Introduction to international business

Lecture 3: The international business environment. The external environment.

Lecture 4: Building a global strategy. Cross-cultural Issue in International Business

Lecture 5: Structure control and management

Lecture 6: IT and e-business strategy.

Lecture 7: MNC and human resource strategies

Lecture 8: Organization size, life cycle, and decline

Lecture 9: Corporate social responsibility (csr) & ethics in international business

Lecture 10: Leadership and decision making in global business

Course Wrap-up, major takeaways

ASSESSMENT METHODS AND CRITERIA

SEMINARS (AT)

Seminars will involve a blend of different experiences including the presentation of material by the Instructor, exercises associated with the text book, small group discussions, audio visual presentations, problem solving exercises, case studies and individual and team presentations.

PRESENTATIONS (PR and AS)

The following criteria will be considered to assign grades for the group presentations of projects.

PowerPoint Effectiveness Presentation Organisation, Quality of Graphics Correct Format for Tables and Figures	10-exceptional 8- good 6-weak 4-bordeline
Content: Development of Context, Depth of Analysis, Accuracy, Depth of "Take Away" Insights Effective Use of Materials	10-exceptional 8- good 6-weak 4-bordeline
Delivery of Presentation (speed, clarity of articulation, eye contact) Strength of Transitions Between Speakers Ability to Answer Questions	10-exceptional 8- good 6-weak 4-bordeline

EXAM (WE)

The examination will be for a duration of 1 ½ hours. The examinations will include 30 questions associated with material covered in the text and the seminars and will be provided in a multiple choice test form. (22 is the excellent pass, 18-is good pass, 15 is satisfactory, below 15 –failed) This course adopts a 100-point system for final marking. The five elements (AT, AS, WE and PR) in the aforementioned integrated marking scheme are given points. A final mark is determined by the summing-up of the points as follows.

AT– Active Attendance	10
AS–Assignment (Individual-5, Role Plays-10, Group Final-10, Cases-5)	35
PR– Presentation	10
WE– Written Exam	50
Total	100
Special requirements and details: none	

Final mark = AT + AS + WE + PR (calculated using weights and maximum showed result)

Grading:

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100-80 points
B	90-81	
C	80-71	“good”: 80 - 60 points

		“satisfactory”: 60 - 40 points
D	70-61	
F: failed	less than 60 points: failed	“unsatisfactorily”: failed, less than 40 points