

Module Name Introduction to International Business			Module Code CH-300	Level (type) Year 1 (CHOICE)	CP 7.5
Module Components					
Number		Name		Type	CP
CH-300-A		Introduction to International Business		Lecture	5
CH-300-B		Introduction to International Business - Seminar		Seminar	2.5
Module Coordinator Prof. Dr. Test		Program Affiliation • International Business Administration (IBA)		Mandatory Status Mandatory for GEM, IBA, IEM, MDDA and minor EIM	
Entry Requirements Pre-requisites <input checked="" type="checkbox"/> None			Frequency Annually (Fall) Duration 1 semester	Forms of Learning and Teaching • Lecture (35 hours) • Seminar (17.5 hours) • Private studies on cases (50 hours) • Private studies on content (85 hours) Workload 187.5 hours	
Co-requisites <input checked="" type="checkbox"/> None			Knowledge, Abilities, or Skills None		
Recommendations for Preparation None.					
Content and Educational Aims This module provides the basics needed for making informed and effective business decisions in today's global economy. It focuses on the domains of business such as international strategy and organizational structure, selecting and managing entry modes, developing and marketing products internationally and managing international operations. Issues of globalization, cross-cultural businesses, politics and law in business, economic systems and development, international trade, and international financial markets will also be covered. Upon completing the module, students will know how to use a number of international business analytical tools, and have experience with case study analysis: including, PEST, CAGE, International Market Selection and Modes of Entry. Global corporate social responsibility and sustainability issues will also be discussed.					
Intended Learning Outcomes By the end of this module, students will be able to					
1. understand and describe the process of globalization and how it affects markets and production e.g. identify the two forces causing globalization to increase, identify the types of companies that participate in international business, describe the global business environment and identify its four main elements;					
2. describe culture and explain the significance of both national culture and subcultures, identify the components of culture and the impact on business, describe the two main frameworks used to classify cultures and explain their practical use;					
3. describe each main type of political system. Identify the origins of political risk and how managers can reduce its effects. List the main types of legal systems and explain how they differ. Describe the major legal and ethical issues facing international companies;					
4. describe what is meant by a centrally planned economy and explain why its use is declining. Identify the main characteristics of a mixed economy and explain the emphasis on privatization. Describe the different ways to measure a nation's level of development;					

5. discuss international trade and trade patterns. Explain absolute advantage and comparative advantage and identify their differences. Explain the factor proportions and international product life cycle theories as well as trade and national competitive advantage theories;
6. describe the political, economic, and cultural motives behind governmental intervention in trade. List and explain the methods governments use to promote and restrict international trade;
7. define regional economic integration and identify its five levels. Discuss the benefits and drawbacks associated with regional economic integration;
8. discuss international capital market, international bond, international equity, and Eurocurrency markets. Discuss the four primary functions of the foreign exchange market. Explain how currencies are quoted and the different rates given;
9. explain how exchange rates influence the activities of domestic and international companies. Identify the factors that help determine exchange rates and their impact on business;
10. identify international strategies and the corporate-level strategies that companies use;
11. discuss the important issues that influence the choice of organizational structure;
12. explain why and how companies use exporting, importing, and countertrade. Explain the various means of financing export and import activities. Describe the different contractual entry modes that are available to companies. Discuss the important strategic factors in selecting an entry mode;
13. explain the impact globalization is having on international marketing activities. Understand the various dimensions for developing international product, promotional, pricing and distribution strategies (4P's marketing mix);
14. use concepts, tools and frameworks and apply them in the international business context. Develop and improve your analytical and critical thinking skills by applying them to contemporary international business issues. Improve communication skills like reading, writing, speaking, and listening. Prepare and deliver oral presentations as well as written works either prepared individually or as a team. Improve your research skills by analyzing real business situations, identifying problems, evaluating and discussing options and prepare recommendations. These recommendations need to be fact-based, undertaken qualitative and quantitative analyses.

Indicative Literature

Peng, M., Meyer K. (2019). International Business, 3 ed, Boston: Cengage Learning EMEA.

Usability and Relationship to other Modules

Examination Type: Module Examination

Assessment Type: Written examination

Duration: 120 minutes

Weight: 100%

Scope: all intended learning outcomes

Module achievement: Preparation of case studies is prerequisite to attend the written examination.

Completion: To pass this module, the examination has to be passed with at least 45%.