# INTERNATIONAL BUSINESS (3 US Credits)

<table>
<thead>
<tr>
<th>Contact hours</th>
<th>ECTS</th>
<th>US Credits</th>
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<tbody>
<tr>
<td>45</td>
<td>5</td>
<td>3</td>
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## DESCRIPTION AND GOALS

This upper-division comprehensive course explores international strategic management topics. Its thorough coverage helps students develop an understanding of the wide range of theories and research available in the field of international business, from competitive strategy and industry analysis to environmental trends and ethics. The course provides an essential understanding of global economics and its impact on business activities in any location. Special attention is centered on the analysis of European and US firms through case study analysis.

Topics covered in this study include industry analysis, strategy formulation, strategy implementation, evaluation and control, using concepts and theories related to the process of internationalization of firms. Two additional topics, international supply chain management and entrepreneurship are covered.

## ACADEMIC CONTENT

The program includes the following sections:

**Section I. Basic Concepts in International Business.**
Globalization
- Reasons for and Stages of International Expansion
- Entry modes: Exports, Licensing, Franchising, International alliances, and Foreign Direct Investment

**Section II. Environmental Scanning and Strategy Formulation.**
- European and US firms
- International, Global, Multi-domestic, and Transnational Strategies.
- Product Positioning Strategy: The International Marketing Function

**Section III. Strategy Implementation and Assessment.**
- Cross Cultural Considerations: Models of National Culture and Institutions
- Ethical Considerations in International Business
- International Entrepreneurship and the Role of SMEs

**Section IV. International Trade and Supply Chain Management**
- Outsourcing and Offshoring Business Functions
- Shipping and Trade Issues: Tariffs, Duties, INCOTERMS.

**Section IV. Fundamentals of International Financial Management.**
- Risk Exposure
- Foreign Exchange Rates and Risk
- Financing International Business projects. ExIm Bank and other instruments.
The course will consist of lectures and discussion of US and European cases studies. Field trips to local companies are also planned.

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<tr>
<th>ASSESSMENT</th>
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<tr>
<td>Discussions, homework, presentations, participation:</td>
<td>30%</td>
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<tr>
<td>First Mid Term Exam Case</td>
<td>20%</td>
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<tr>
<td>Second Case</td>
<td>20%</td>
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<tr>
<td>Final Exam Case Analysis</td>
<td>30%</td>
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**REFERENCES**


**NOTE:** Class attendance is essential in all courses and will be verified daily. Missing classes will negatively affect the student’s final grade. Language of instruction: English.