LSPR Communication & Business Institute

Subject Syllabus

Subject Code **:** KOM04

Subject Title **:** International Business

Subject Specification : For students in International Relations Communication

Subject Overview **:**

This course offers an in-depth exploration of international business dynamics, examining the interactions between multinational corporations and global economic policies. The curriculum covers sustainable business practices, international regulations, and the impact of globalization on economic structures.

Course Objectives **:**

Upon successful completion of this course, students will be able to:

1. Analyze the historical development and ethical considerations in international business.
2. Understand and evaluate the role of multinational and transnational corporations in global markets.
3. Navigate and apply international trade laws and regulations, including those of the World Trade Organization.
4. Assess the impact of global economic policies on national and international business strategies.

Course Method **:**

The instructional approach of this course integrates theoretical lectures with practical applications to enhance learning outcomes. This includes interactive lectures that encourage active engagement, detailed case study analyses that provide insights into real-world scenarios, and structured group discussions that foster collaborative learning. Additionally, the course involves student-led presentations that help develop presentation skills and role-playing scenarios that simulate real-world business negotiations and decision-making processes. To successfully achieve the course objectives, students are required to regularly attend classes and participate actively in all discussions.

Learning Outcome (Competence) **:**

- Knowledge : Comprehensive understanding of global economic politics and their influence on international business strategies.
- Skill : Critical and analytical thinking applied to international business scenarios. Effective communication and negotiation in a global business environment. Adaptability to dynamic global market conditions.
- Attitude : Development of ethical awareness, professional integrity, and a global perspective in business practices.

Course content

:

Week	Topic
1	Introduction and Course Orientation
2	Development of International Business
3	Multinational Corporations and Political Impact
4	Approaches to International Business
5	Global Economic Dynamics and MNCs
6	Trade Policies and the WTO
7	Microeconomic Policies and the International Monetary System
Mid Examination (8)	
9	Economic Roles in International Business
10	Economic and Monetary Crises
11	Flipped Classroom: Focus on FinTech
12	SMEs in Global Development
13	Corporate Social Responsibility
14	Trade Partners and International Cooperation
15	Critical Review
Final Examination (16)	

Grading System & Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	***100%***

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items. The acceptable grade for LSPR-Jakarta S1 programme is **50 and above.**

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories: GPA of
0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass

GPA of 2.50 – 2.99 = Credit GPA
of 3.00 – 3.49 = Merit GPA of
3.50 – 4.00 = Distinction

Session	Title/Topic	Area Discussion	Activities
I	Introduction and Course Orientation	- Introduction to the course, its objectives, and learning outcomes. - Discussion of international business within the context of International Relations and as a subfield of Global Political Economy. - Finalization of the course contract.	Online lecturing/Quiz/Short Essay
II	Development of International Business	- Examination of the development of international business. - Analysis of internal and external business environments. - Introduction to the key players in international business.	Online lecturing/Quiz/Short Essay
III	Multinational Corporations and Political Impact	- Study of interactions between multinational/transnational corporations and host/home countries. - Analysis of the impact of business on national politics.	Online lecturing/Quiz/Short Essay
IV	Approaches to International Business	- Introduction to Power, Structural, and Justice-oriented approaches in understanding international business.	Online lecturing/Quiz/Short Essay
V	Global Economic Dynamics and MNCs	- Exploration of global economic structures. - Definition and roles of multinational corporations, their benefits, product life cycles, and technological impacts. - Discussion on the advantages and disadvantages of MNCs in developing countries.	Online lecturing/Class Presentation/Case Study Discussion
VI	Trade Policies and the WTO	- Discussion on the transition from protectionism to free trade. - Examination of trade barriers. - Implications of the World Trade Organization (WTO) on business practices.	Online lecturing/Class Presentation/Case Study Discussion
VII	Microeconomic Policies and the International Monetary System	- Detailed examination of microeconomic policies within the context of the International Monetary System.	Online lecturing/Class Presentation/Case Study Discussion

		- Analysis of the global monetary regime and its implications for international business activities.	
VIII		**Mid Test**	
IX	Economic Roles in International Business	- Focus on the role of economics in international business. - Case studies from various countries to illustrate economic impacts.	Online lecturing/Class Presentation/Case Study Discussion
X	Economic and Monetary Crises	- Analysis of the influence of economic and monetary crises on international business. - Examination of the role of international financial institutions.	Online lecturing/Class Presentation/Case Study Discussion
XI	Flipped Classroom: Focus on FinTech	- Understanding of FinTech and the internationalization of FinTech startups.	Online lecturing/Class Presentation/Case Study Discussion
XII	SMEs in Global Development	- Analysis of the inclusive role of small and medium enterprises in development and globalization. - Importance of business environment in enhancing participation in integrated economies.	Online lecturing/Class Presentation/Case Study Discussion
XIII	Corporate Social Responsibility	- Discussion on Corporate Social Responsibility (CSR). - Challenges of CSR in various countries. - Examination of the interplay between international business politics and environmental issues. - Exploration of business interests in conservation programs.	Online lecturing/Class Presentation/Case Study Discussion
XIV	Trade Partners and International Cooperation	- Comparative analysis of behaviors of conventional and new trade partners. - Exploration of cooperation among trade partners in international business politics.	Online lecturing/Class Presentation/Case Study Discussion

XV	Critical Review	-	Comprehensive review of all materials covered throughout the course to ensure a thorough understanding of key concepts and prepare for final assessments.	Online lecturing/Class Discussion
XVI	**Final Test**			

Individual Presentation/Group Presentation/Class Participation Guideline:

Each student is required to prepare and deliver an individual presentation on a designated topic, which will assess their understanding and critical engagement with the course material. Presentations should be clear, persuasive, and well-supported by relevant data and theoretical insights. Additionally, students will participate in group presentations, which demand collaboration on a deep-dive into specific topics. This format is designed to foster teamwork and integrate a variety of perspectives into a unified analysis. All members must contribute equitably to the content and delivery, showcasing a comprehensive understanding of the subject matter.

Active class participation is also critical for success in this course. Students are encouraged to contribute thoughtfully and consistently in class discussions, with a focus on the quality of contributions rather than quantity. Participation will be evaluated based on how relevant, insightful, and constructive the students' contributions are, aiming to enhance the overall learning environment. These activities—individual and group presentations, along with active participation—are essential for a holistic educational experience and will significantly impact students' overall evaluation in the course.

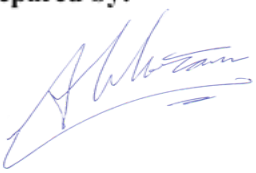
Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Written Examination

References **:**

1. Doris Fuchs, Mark ML Lederer. The Power of Business. Business and Politics: Vol. 9: Iss.3, Article 1.
2. Jemadu, Aleksius, 2017, Politik Global dalam Teori dan Praktik**,** Suluh Media, Yogyakarta.
3. Yadav, Abhiram Singh, 2022, Indo-Pasifik: Sebuah Konstruksi Geopolitik, Elex Media Komputindo, Jakarta.
4. Maria Alejandra Gonzalez-Perez. Corporate Social Responsibility and International Business: a Conceptual Overview. International Business, Sustainability and Corporate Social Responsibility Advances in Sustainability and Environmental Justice, Volume 11, 1–35. 2013
5. Agus Salim, Andi Rustam. Haeruddin , Asriati . 2020. 'Economic Strategy: Correlation between Macro and Microeconomics on Income Inequality in Indonesia'.
6. Stone, Diane 'Global Public Policy, Transnational Policy Communities and their Networks,' Policy Studies Journal, 36 (10): 19-38. 2008
7. Bob Sugeng Hadiwinata. Politik Bisnis Internasional. Penerbit Kanisius. 2002
8. Parameswaran, P. (2022, June 09). Can the US Indo-Pacific Economic Framework Meet the Value Proposition Challenge? – The Diplomat.
9. Cohn, T. H. (2020). *Global Political Economy: Theory and Practice*, 8th Edition. Pearson. Chapter 8.
10. Bachhawat, A., Cave, D., Kang, J. (2020). *Critical technologies in the Indo-Pacific: A new arms race?* Australian Strategic Policy Institute.
11. Zeidy, I. A. (2020). *The Role of Financial Technology (FINTECH) in Changing Financial Industry and Increasing Efficiency in the Economy*. Common Market for Eastern and Southern Africa (COMESA).
12. Yanagida, K. (2020). *Strengthening US-Japan-Southeast Asia Cooperation on Connectivity in the Indo-Pacific*. East-West Center. Asia Pacific Bulletin, No. 538.
13. World Economic Forum (2020). *Future Readiness of SMEs and Mid-Sized Companies: A year on*.
14. Riano, J.C., Yakovleva, N. (2020). *Corporate Social Responsibility*.
15. Jigao, Z., Yi, W., Guliang, T. (2020). *China's Central SOEs' Corporate Social Responsibility Performance under the BRI*. China Economist, Vol.15, No.5.
16. ASEAN (2020). *ASEAN Outlook on the Indo-Pacific*.
17. Messner, D., Guarín, A., Haun, D. (2020). *The Behavioural Dimensions of International Cooperation*.

Prepared by:



Abhiram Singh Yadav, M.Sos.
Subject Coordinator Reviewed by:



Mikhael Yulius Cobis, M.Si, M.M.
Dean of Communication Faculty

Checked by:

Dr. Sri Ulya Suskarwati, S.E, M.Si. **Head of Communication Science Study Programme**

Approved by:



Dr. Janette Maria Pinariya
Vice Rector I