Communication & Business Institute
The Leading Graduate School of Communication & Business

Department of Business Faculty
Subject Syllabus

SUBJECT CODE : **MGM09**

SUBJECT TITLE : ***International Business***

SUBJECT TARGET : For Management Study Program

SUBJECT OVERVIEW:
This course introduces students to the world of international business by global economic changes, global business trend and their influences to the planning, implementation, controlling of corporate strategies. This course also discusses cases and contemporary issues related to international business.

SUBJECT OBJECTIVES:

By the end of the subject, the students expected to:

1. Understand the scope of international business
2. Understand and able to analyze various problems related to International business
3. Understand components in international relations: society, multinational companies, States, and international organizations
4. Understand how globalization influences the world economy
5. Understand the global people's behaviors
6. Understand the scope of export and import as well as starting a global business.
7. Understand how to enter global business and how to enter the global market.

SUBJECT METHOD:

The course consists of lectures, presentations, assignments, and paper submissions. The course textbook might be accompanied by additional readings assigned to the students on a session basis. A presentation from a guest lecturer might be one of the activities during the semester in facilitating students with the newest issues and trends in International Relations.

Course Content:

SESSION	TOPIC
1	Introduction to International Business
2	International Trade I
3	International Trade II
4	International Strategic and Cultures
5	World Economic
6	Global and Regional Economic Cooperation and Integration
7	Global Marketing
8	Global Production
9	International Monetery System
10	Foregin Exchange and Global Capital Market
11	Global Market Opportunity
12	Exporting Importing & Global Sourcing
13	International Strategy

14	Global Talent Management

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

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for the LSPR undergraduate programme is 60 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:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work

Session	Title/Topic	Area Discussion	Activities
I	Introduction to International Business	1. The History of Globalization ● Globalization 2. Industrial Revolution ● Industry 1.0 to 4.0 3. Internalization ● Major Motive of Internalization ● The Driver of Internalization ● The Decision of Internalization (Nine Strategic Windows)	The course's syllabus. Lecturer PPT Class discussion.

		4. Driver of Market Globalization ● Declining Trade & Investment barrier ● Role of technological changes ● Changes of Demographic of the Global economy 5. LSE (Large Scale Enterprise) & SME (Small Medium Enterprise)	
II	International Trade I	1. World become spike VS World become flat 2. Glocalization 3. Theory of International Trade ● Mercantilism ● Absolute Advantage ● Comparative advantage ● Heckscher-Ohlin Theory ● The Leontief Paradox 4. Class Assigment : Nine Strategic Windows	Lecturer PPT Class discussion. Class assigment
III	International Trade II	1. International Product Lifecycle 2. Stage of Product Lifecycle 3. Economics of Scale & Economics of Scope 4. New Trade Theory 5. National Competitive Advantage	Lecturer PPT Class discussion.
IV	International Strategic and Cultures	1. Doing Business in Global Market 2. Exporting and Importing 3. Strategies reaching global Market ● Licensing ● Exporting ● Francising ● Contract Manufacturing ● International Join Ventures ● Strategic Alliences ● FDI 4. Culture & Cultural Group 5. Methodes to Describe Cultural : Geert Hofstade Teory of Values	Introduction case study. Lecturer PPT. Class discussion. Q&A Group dynamics/exercise
V	World Economic	1. Classification of Economics ● Gross Domestic Product (GDP) ● Gross National Income ● GDP Nominal Drawback	Lecturer PPT Class discussion.

		● GDP PPP ● BIG MAC Theory ● Human Development Index (HDI) 2. Understanding Develop World ● USA ● European Union ● Asian & Middle East 3. Emerging Markets : Key Focus China 4. Study Case Praharla Hub	Study case review (Class Asigment 2)
VI	Global and Regional Economic Cooperation and Integration	1. Regional Economic Integration 2. Pro & Con Economic Integeration 3. Major Area of Economic Integeration ● NAFTA & USMCA ● MERCOSUR ● EU & EEA ● EU Governance ● ASEAN ● APEC ● GCC ● AEC ● United Nation 4. Impact of Peace & Agreement inpact on business	Lecturer PPT Class discussion.
VII	Global Marketing	1. 4 P's of International Marketing 2. Rising middle class 3. Centralized & Decentralized 4. Country of origin effect	Lecturer PPT Class discussion Q&A
Mid-test			
VIII	Global Production	1. Global sourcing & Distribution Management 2. Strategy choices of global production 3. Outsourcing and Offshoring 4. Supply chain management	
IX	International Monetary System	1. Why do Economic Need Money 2. Pre-world War : Gold standard 3. Post-world War II 4. IMF & World Bank	Lecturer PPT Class discussion
X	Foreign Exchange and Global Capital Market	1. What are Currency and Foreign Exchange 2. Understand how to determine Exchange Rate 3. Swap, Option & Futures 4. International Capital Market ● Definition ● Major Component of Capital market	Lecturer PPT Class discussion.

		● Venture Capital & Global Capital Market	
XI	Global Market Opprtunity	1. The Why, Where and How International Expansion 2. International Market due Deligence 3. PESTEL Analysis 4. Factor Favoring Industrial Globalization 5. Importing (Stealth form of Internationalization) 6. Five Common International Expansion entry Mode 7. Trends & Uncertainties	Lecturer PPT Class discussion. Class Assigment 3
XII	Exporting, Importing and Global Sourcing	1. Definition of Expoting & Importing 2. Specialized Entry Mode ● Contractual ● Investment 3. Countertrade 4. Global Sourcing and Role in Business 5. Judging Quality From Afar 6. Trends in Sourcing 7. Managing Export and Import	Lecturer PPT Class discussion.
XIII	Strategy & International Business	1. What is Strategy 2. Three Generic Business Level Strategy 3. Corporate Strategy 4. Strategy in International Business 5. Five Element of Strategy	Lecturer PPT Class discussion.
XIV	Global Talent Management	1. Human Resources in International Business 2. Crucial role of Strategic Human Resources Management in Global Companies 3. Talent Management 4. Effective selection and placement strategies 5. Expat Dilemma HBR Case Study	Lecturer PPT Class discussion/Case Study. Coursework 4
XV	Review for final Test		Subject Review Class discussion.
	Final test		

Midterm Exam Guideline : Essay (Case Studies)
Final Exam Guideline : Paper Analysis (Group)

REFERENCES:

Carpenter, M. & Dunung, S. P. (2012) : *International business: Opportunities and challenges in a flattening world, v. 1.0*. Irvington, NY: Flat World Knowledge

Hollensen, Svend (2017): Global Marketing 7th Edition. Pearson Education Limited

Goysberg, Boris et al (2011): The Expat Dilemma. Harvard Businness Review – Human Resources Management. HBR Magazine

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