

Syllabus

INTERNATIONAL BUSINESS

Lecturer:

Pavel V. Pavlov, Doctor of Economics, Doctor of Law, Professor. E-mail: ppavlov@sfedu.ru.

Department responsible for the course or equivalent:

Institute of Management in Economic, Ecological and Social Systems; Department of Business Economics.

Semester when the course unit is delivered:

2nd.

ECTS credits:

6.

Level of course unit:

Master.

Course Description

The following issues are studied:

- foreign market entry strategies;
- developing a strategy for international business;
- international business: country and partner selection;
- state regulation of foreign economic activities, foreign exchange operations, establishment and operation of joint venture companies;
- modern methods and techniques of international cooperation between businesses;
- sales policy for foreign markets;
- trade directions for various goods and services;
- types of international payments, improvement of international business monetary and financial relations;
- new forms of international business communication.

Admission requirements

Applicants are expected to have completed the following courses:

- World Economy,
- International Economics,
- International Marketing,
- International Activity of a Firm: Theory and Practice,
- Foreign Trade Organization and Techniques,
- Communication in Foreign Trade.

Course objectives

In this course you will:

- become familiar with the basic challenges and opportunities in international business;
- examine the characteristics of international business development compared to the local issues;
- develop the ability to choose optimal ways of doing business on the basis of domestic and foreign patterns.

Course content

No	Modules and topics	Term	Week of the term	Types of academic work, including the students' self-study (hours)		
				Lectures	Seminars	Self-study
Topic 1: General principles of International Business						
1.	International Business Activities: General Characteristics	2	1	-	-	8
2.	International Business Theories	2	1	2	-	
3.	External Environment in International Business	2	1	2	-	
4.	Strategic Aspects of International Business	2	2	-	2	8
5.	Transport and Logistics of International Business Operations	2	2	-	2	-
	Test		2			10
Topic 2: Organizational and Legal Aspects of International Business						
6.	Forms of Business Organization in International Trade	2	3	2	-	
7.	Legal Basis for International Business	2	3	2	-	
8.	International Business Models	2	3	-	-	8
9.	International Industrial Cooperation and joint venture companies	2	4	-	2	
10.	E-commerce and International Business	2	4	2	-	8
	Business simulation		4			28
Topic 3: Marketing Approach to the Analysis of International Business Operations						
11.	Peculiarities of Foreign Market Entry	2	5	-	-	
12.	Competitiveness in International Business	2	5	2	2	
13.	Price Formation in International Business	2	5	2	2	
14.	International Business Culture and Etiquette	2	6	-	-	
15.	Entrepreneurship in the Global Economy Leading Sectors	2	6	-	2	
	Individual project		6			38
Topic 4: International Business Finance and Investment						
16.	Financial Issues of International Transactions	2	7	-	2	
17.	Payment Methods for International Transactions	2	7	2	-	
18.	International Business and Foreign Direct Investment	2	7	-	2	
19.	Risk Types in International Business Relations	2	8	-	2	
20.	International Tax Planning	2	8	2	-	
	A library research paper		8			24

Topic 5: International Business Strategies in developed and developing countries					
21.	International Business Strategy for Developed Countries	2	9	-	2
22.	International Business Strategy for People's Republic of China	2	9	2	-
23.	International Business Strategy for Latin America	2	9	-	2
24.	International Business Strategy for Arab countries	2	10	-	8
25.	International Business Strategy for Russian companies	2	10	-	2
	Essay		11		12
	Revising for and Taking the Exam		12		20
	TOTAL			20	24
				172	

Learning activities and teaching methods

- Problem-based presentation of the information performed by both lecturers and students;
- Students' self-guided reading of the educational material, course books and reference materials with follow-up free discussion based on the material studied;
- Implementation of supporting (illustrating) data, involving the use of multimedia presentation equipment containing basic terms, graphs and tables;
- Analysis of Case-Study for the students to understand the nature and significance of applied tasks under consideration;
- Participation in business simulation;
- Testing;
- Essay writing;
- Working on and defense of the library-research paper;
- Fulfillment of individual tasks on the topics and examples provided.

Grading

- Class participation - 5%;
- Participation in discussion – 15%;
- Business simulation – 15%;
- Written essay - 5%;
- Library-research paper – 5%;
- Fulfillment of individual tasks – 20%;
- Testing – 15%;
- Exam – 20%.

Course Learning Outcomes

- the skills of contrastive analysis of the domestic and international markets perspectives, the technique of the choice of the foreign market;
- up-to-date tools and methods of interaction between the international businesses and other subjects of the national economy, participating in its organization;
- price formation principles, monetary and financial relations in international trade, and approaches to their application in practice;
- bases of drawing up purchase and sale contracts that protect the legal and financial interests of the company;
- the issues logistics and international transport, customs, insurance, foreign trade cargo.

Assessment methods and criteria

1. When fulfilling written tasks (library-research papers, essays, individual tasks).

When writing a task:

1. A student was self-reliant in the task, showed completeness, preparedness of the proposed solutions.
2. Showed the level of creativity, originality in the disclosure of topics, approaches, and proposed solutions.
3. Demonstrated reasonableness of the proposed solutions, approaches, conclusions, complete bibliography, and citation.
4. Competently designed the task: there is a compliance with the standard requirements, high quality of sketches, diagrams, and drawings.

When defending a work:

- Prepared high-quality report on the following criteria: composition, full disclosure of the work, approaches, results; reasonableness, conclusiveness.
- Showed the scope and depth of knowledge on the topic (or subject), wide knowledge, interdisciplinary relationships.
- Demonstrated pedagogical orientation: culture of speech, use of visual aids.
- Gave substantive answers to the lecturer's questions: completeness, reasonableness, conclusiveness, intention to use the answers to successfully cover the topic and strengths of the work.
- Revealed his or her business and volitional qualities: pursuance of achieving high results, readiness for discussion, kindness, and sociability.

2. When writing.

- A “passed” grade is given to a student, if he or she gets more than a half of points of maximum amount of points.
- A “fail” grade is given to a student, if he or she gets a half or less of points of maximum amount of points.

3. When participating in a business simulation.

Criteria for assessment of the participants:

- Ability to apply gained knowledge in a situation close to real.
- Demonstration of professional skills.
- Demonstration of communicative skills.
- Focus on co-operation.
- Demonstration of leadership skills.
- Activity.
- Creative and individual situation simulation.

4. When answering at the exam.

- An “excellent” grade is given to a student, if he or she demonstrates full understanding of the issue mentioned in the questions.
- A “good” grade is given to a student, if he or she demonstrates high understanding of the issue mentioned in the questions. There are some inaccuracies in the answer. A total “good” grade is also given for examination, if a student gets an “excellent” grade for one question, and he or she gets a “satisfactory” grade for answering the second question.
- A “satisfactory” grade is given to a student, if he or she does not demonstrate full understanding of the issue mentioned in the questions. There are significant inaccuracies in the answer. A total “satisfactory” grade is also given for examination, if a student gives a “good” grade for one question, and he or she gets a “satisfactory” grade for answering the second question. If a student

answers one question with an “excellent” grade, and he or she does not answer the second question, an “unsatisfactory” grade is given.

- An “unsatisfactory” grade is given to a student, if he or she demonstrates lack of understanding of the issue. There is no answer to the questions. A student’s answer is not associated with a topic given in the question.

Course literature:

1. International Business: Theory and Practice: Textbook for bachelors: textbook for university students of Economic majors and specialties / edited by A.I. Pogorletsky, S.F. Sutyurin. - M.: Yurayt, 2014.
2. Porter M. International competitiveness: The competitive advantages of Nations, 1993.
3. Pugel T.A., Lindert P.H. International Economics: Textbook, 2003.
4. Toffler A. The Third Wave. 2009.
5. Held D. Global Transformations. Politics, Economics, and Culture, 2004.
6. Bowersox D.J., Class D.J, Logistical Management. The Integrated Supply Chain Process. The McGRAW-HILL Companies, inc. N.Y., 1996.
7. Brown L.R., Renner M., Flavin Ch. The Environmental Trends that are shaping Our Future. London, 2010.
8. Buckley P.J. The Organizational Evolution of the Multinational Enterprise. Weisbaden: Gabler, 2014.
9. Dicken P. Global shift: Transforming the World Economy. 3d ed. London: Paul Chapman, 1998.
10. Fisher P. Globalization and Competitiveness of Regional Blocks // Intereconomics. Hamburg, 1998. Vol. 33.
11. Hirshman O. The Strategy of Economic Development. New Haven, Conn. Yale University Press, 1958.
12. Thomas L. Friedman. The World Is Flat: A Brief History of the Twenty-First Century // Farrar, Straus and Giroux. N.Y., 2005.
13. Wallerstein I. The politics of the world economy: The states, social movements and the civilizations. Cambridge, 2011.

Internet resources:

1. www.imf.org – information portal of the International Monetary Fund.
2. www.oecd.org – information portal of the Organization for Economic Co-operation and Development.
3. www.rbc.ru – information portal of the Information Agency "RosBusinessConsulting".
4. www.un.org – information portal of the United Nations.
5. www.unctad.org – information portal of the United Nations Conference on Trade and Development (UNCTAD).
6. www.wto.org – information portal of the WTO.