

Course code MAN 488 – Introduction to International Business

Study program Fall 2020

Course leader:	Anand Karu, Visiting Professor
Lecturer(s):	As above
Department:	Institute for the Development of Enterprises, Corvinus University
Office hours:	Monday 1300-1500 by appointment
Availability	Phone number: Room: Rm 25 Main Building Email address: anand.karunakaran@uni-corvinus.hu
Course type:	Core
Prerequisites:	Micro/Macro Economics, Basic Finance
Credits:	6 ECTS
Number of hours per semester	25 (12 Lectures, 12 seminars + 1 Exam)
Time of class:	Lectures - Monday, 11.40-13.10 am Seminar - Wednesday 8-9.30am, 9.50-11.20, 11.40.1.10
Venue:	To be confirmed

Aims and objectives and description of the course:

The student will gain an understanding on the theories, foundations and institutions governing the recent and current expansion of international trade and investments, and develop insights into the ever-changing business environment.

Learning outcomes:

1. Students can discuss the meaning & implication of globalization, and supporting the notion of increasing economic interdependence. This includes greater economic integration through trade agreements & regionalization, immigration flows, and the flow of financial capital.
2. Students can describe the differing entry modes (e.g. joint venture, turn-key, franchising, etc.) The student can identify and choose the most appropriate method, given a particular environment, operational goals, and the resources available. Students can understand and describe the mechanisms and support roles needed to facilitate the international transaction between various parties.
3. Students can discuss importance and impact culture in successful international business ventures. This includes both formal and informal distinctions in various cultures.

4. Students can describe how business environment varies from country to country. This includes differences in laws, religion, level of economic development, etc. Student can identify, properly describe, and make allowances for these differences.
5. Students understand and can adapt to the increased complexity of functioning with multiple currencies, how to incorporate them into business decisions, and how to hedge against this risk in decision making.

Course description

This course presents an introduction into the international world of business, and the impact and consequences of globalisation and competition on the firm. The student will study how firms adapt to their environment, and simultaneously deal with increased competition, new markets and opportunities, technology and the growth and influx of specialised services, and changing customer tastes

Methodology to be used:

The course will consist of a combination of lectures and seminars. Through assignments, case studies, class discussions and 1 group projects, the student will learn and develop the skills needed to analyse, plan and organise practical solutions to enable a firm to achieve success in transnational markets.

Detailed class schedule, 1st – 14th week:

<u>Date of class*</u>	<u>Topics to be discussed, readings required for the class</u>
Week 1 Sep	Introduction to international business Globalizing Business
Week 2	Formal Institutions: Economic Political and Legal Systems
Week 3	Informal Institutions - Culture
Week 4	Competitiveness & Growth
Week 5	Trading Internationally
Week 6	Investing Abroad Directly
Week 7	Mid Term Exam
Intensive Week	To be decided
Week 9	Global Integration and Multilateral Organizations
Week 10	International market selection.
Week 11	Foreign Entry Strategies
Week 12	Competitive Dynamics + Project Submission
Week 13	Project Presentation
Week 14	Final Exam

Assignments:

The group project will be to formulate a detailed market entry strategy (max 16 pages) for a particular company wishing to expand into a new market.

Students will work in groups (chosen by the professor) comprising a student from each country (within possibilities) and students will not be allowed to choose their home market for the study. They may however choose an existing company. The project will be submitted before the final exam, and presented before the class by the group.

These project groups will also work and discuss together in regular classroom and seminar discussions to address and present solutions during the course.

Assessment, grading:

Midterm exam	30% (no retake exam)
Final exam	30%
Group Project	30% ¹
Classroom participation	10% ²

Grades are **earned** by the students based on their class attendance, class participation, their achievements in the assignments (group or otherwise) and any quizzes, homework and midterm and final exam (where applicable). If the student completed at least one of the course takes either in full or in part, the subject can only be closed with a grade.

Grades are not negotiable. Any attempt at negotiation may potentially result in official disciplinary action!

Class attendance:

Class attendance is mandatory. **Participation in lectures** is an important part of the process and understanding of the subject, and tutors have the right to make a so-called 'positive attendance sheet'. Based on the 'positive attendance sheet' the tutor can give 5% extra points beyond all the points obtainable for the final grade. **Attendance of the seminars is compulsory.** The maximum number of absences is $\frac{1}{4}$ of all lessons (i.e. 3 seminars). **In exceptional cases** (hospital treatment, permanent illness) provided that the total absence is less than 50%, the tutor can (if he/she so decides) give an opportunity for supplement. *Study and Examination Regulations – 21§ (3) and (5)*

Simple doctor's certificates will not be accepted. If the student has exceeded the maximally allowed number of absences, only verifiable, official hospital- or treatment center documentation proving hospital treatment or permanent illness shall be accepted.

¹ Students will work in groups assigned by the lecturer, and individual (10%) and group grades (20%) may be awarded where justified.

² Class participation will be split into 2 parts - attendance & for participation in class. Students are hence encouraged to read ahead and contribute to discussions.

Students whose absence from the seminars exceeds the maximally allowed 3 occasions (partial seminar attendance is counted as absence), will be given a “not signed” (aláírás megtagadva”) grade. Students receiving the “not signed” grade will not have the option of taking either the final or any of the retake examinations, but shall have to retake the course in a subsequent semester.

Students who in any way disrupt a class (lecture or seminar) will be warned once. If the student’s disruptive behavior continues after the first warning, the tutor has the right to send the student out of the room and note that the student has been absent from the given class.

Cheating, plagiarism

Any attempt at cheating or plagiarism in quizzes, assignments or at examinations shall result in an automatic “F” (fail) grade and the student will not be able to take either the final examination or the retake examinations, but shall have to retake the course in a subsequent semester.

Examinations and retake examinations

In keeping with the Corvinus Study and Examination Regulations, a total of 3 examination opportunities shall be offered (except for the CIEE courses where – in keeping with the American Educational Regulations only a single examination opportunity will be given, or the elective courses where professors can decide to offer only 2 opportunities). All examinations will be comprehensive (covering the whole semester’s material.) The examinations will be spaced out during the official examination period, although the first examination (taking into consideration the foreign exchange students) will be held during the first week of the final examination period. Students returning home prior to the end of the official examination period do so at their own risk as no special consideration shall be given in such cases.) Retake exams only replace the final exam score.

Students must sign up for exams through the Students Information System (Neptun) The chosen exams may be modified not later than 24 hours prior to its start. Examinations held on Mondays are exceptions, since exams on Mondays must be signed up for no later than 72 hours prior to the start. (*Study and Examination Regulations 22.§ 2.*) Students not signed up for a given examination will not be allowed to take it.

Students signed up for a given exam but failing to take it will be given a “not present” (“nem jelent meg”) grade. While such a grade will not decrease the total number of times they can attempt the examination, it will result in a special administrative fee.

Compulsory reading:

Mike Peng – Klaus Meyer *International Business* South Western Cengage Learning 2nd Ed 2016

Recommended readings:

Michael R. Czinkota - Ilkka A. Ronkainen - Michael H. Moffett:
International Business. Thomson Learning.

Cavusgil, Knight, Riesenberger, *International Business, Strategy, Management, and the New Realities*. Prentice Hall. ISBN 0-13-173860-7

Grading: International grading scale

<i>Percentage achieved</i>	<i>International grade</i>
97-100	A+
94-96	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0-59	F

Hungarian and ECTS grading scale

<i>Percentage achieved</i>	<i>Hungarian grade</i>	<i>ECTS equivalent</i>	<i>Explanation for the Hungarian grade</i>
87-100	5	A	Excellent
77-86	4	B	Good
67-76	3	C	Satisfactory
60-66	2	D	Pass
0-59	1	F	Fail
	Nem jelent meg	DNA	Did not attend (no credit)
	Nem vizsgázott	I	Incomplete (no credit)
	Aláírva	S	Signed (no credit)
	Megtagadva	R	Refused (no credit)