

International Business Syllabus

Prof. Vlad Manole

Email: vlad.manole@rutgers.edu

.

COURSE DESCRIPTION

The course examines the theoretical and practical aspects of multi-national corporations operating in an international environment. Successful formulation and implementation of firm strategy in today's global environment requires managers to have an understanding of the business environment, international competition, international political and economic institutions, and the unique challenges faced by the management of a multinational enterprise (MNE). This course seeks to provide you with a working knowledge of these issues and equip you with the theoretical and analytical tools needed to make sound business decisions in an international setting. Following an overview of the key issues in global business, the first part of the course will focus on the business environment, dealing with topics such as national differences in political economy and culture, international trade and foreign direct investment. The second part of the course will focus on and firms' strategies and business operations for the global environment.

LEARNING GOALS

By the end of the course, students should be able to:

- Identify the implications of globalization for countries and firms
- Explain how firms respond to changes in their competitive position due to governmental intervention in international trade
- Describe how national culture affects firms' strategy and performance
- Explain how firms design strategies for entering new markets
- Demonstrate improved skills related to negotiation and teamwork, critical thinking and analysis, and writing and communication.

Required Text

Charles W. L. Hill, International Business: Competing in the Global Marketplace, 10th Edition, Boston: McGraw-Hill Irwin

(You can also purchase the 9th edition of the book).

Recommended Readings

The Economist, Financial Times, New York Times, BusinessWeek.

I will hand out problems from time to time. We will discuss some of these in class.

Course Grading TBA

Course outline (Preliminary)

Date	Topic	Chapter
Class 1	Introduction and welcome to the course Understanding Globalization National Differences in Political Economy	1, 2
Class 2	Political Economy and Economic development Differences in Culture	3, 4
Class 3	International Trade Theory Political Economy of International Trade	6, 7
Class 4	Foreign Direct Investment	8
Class 5	Regional Economic Integration	9
Class 6	The Strategy of International Business	13
Class 7	The Organization of International Business	14
Class 8	Entry Strategy and Alliances	15

Class 9	Global production, Outsourcing and Logistics	17
---------	--	----
