

Course form to fill in (2021-2022)

Course title:

International Business

Staff responsible for the course:

Renée Kim

Lecturers:

First Name + Name
Renée Kim

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

1. Effectively search, identify, analyze global market opportunities and develop global strategy
2. Determine appropriate market entry strategies
3. Develop a Global STP Strategy
4. Design marketing mix decision on a global basis
5. Work in an international and intercultural environment.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

This course focuses on the specificities of International Business. Basic Economics, Management principles will not be covered in this class.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

This course presents an introduction to International Business. The topics covered in class include globalization, internationalization of firm, the selection process of potential international markets and alternative market entry strategies, the development of the international marketing strategy, and the standardisation vs. adaptation debate when designing the international marketing mix. In addition to lectures, the course consists of case studies, in which students will have to critically apply the concepts discussed in class and propose their own solutions to the various real-life problems and/or situations. Last but not least, students will be asked to demonstrate their knowledge in 34B PROJECT presentation at the end of the course. An active, interactive, and critical approach is fundamental for this course.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

| Course's types | Number of hours | Notes |
|-------------------------------------------|-----------------|-------|
| <u>Effective presence</u> | | |
| - Magistral Course | | |
| - Interactive Course | 16 | |
| - Tutorials | | |
| - Coaching | | |
| - PBL Course | | |
| <u>Training from a distance</u> | | |
| - Video-conferences | | |
| - Webinars | | |
| <u>Self-learning</u> | | |
| - Books 'readings | 2 | |
| - E-learning | 2 | |
| - Research | 2 | |
| <u>Outdoors-training</u> | | |
| - In firms | | |
| - Internship | | |
| <u>Personal work</u> | | |
| - Group Projects | 10 | |
| - Individual Projects | | |
| - Personal work | 8 | |
| Total working time for the student | 40 | |

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

The course will be evaluated based on your participation in class, case studies that will be prepared in groups as pre-class assignment and are expected to be presented in class and a MCQ exam.

List the assessment for each modality.

TABLE 2

| Modality | Type of control | Length (h) | Number | Weighting (%) |
|------------------------------|-----------------------|------------|--------|---------------|
| <u>Continuous assessment</u> | Continuous assessment | | | |
| | Mid-term exam | | | |
| | Participation | 4 | 4 | 15 |
| | Oral presentation | | | |
| | MCQ | | | |
| <u>Final exam</u> | Oral final exam | | | |
| | Written final exam | 2 | 1 | 35 |
| <u>Others</u> | Case study | 2 | 4 | 50 |
| | Group Project | | | |
| | Individual Project | | | |
| | Written assignment | | | |
| | Exercises | | | |
| Total | | | | 100% |

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :

Global Business Today, Charles W.L.Hill 9th edition. McGraw-Hill International Edition. New York, 2014 by the McGraw-Hill Companies, Inc. (ISBN 978-0-07-110097-7)

Advised Books:

Kotabe Masaaki : Global Marketing Management, 7th Edition, Wiley.

Ghauri, P. and Cateora, P. (2010): International Marketing, 3rd Edition, McGraw-Hill Education.

Keegan, W.J. and Green, M. (2016): Global Marketing, 9th Edition, Pearson

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

| Name of the Website | URL |
|-----------------------------------------------------------------------------------------|--------------|
| The course material (including {video} case studies) is available on the course website | IESEG online |
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