

Course title:

Global Business

Staff responsible for the course:

Farah HEFIED

Lecturers:

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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)*

The **main course objective** is to give you a holistic understanding of international business and the various factors that affect it. It encompasses **Economic, Financial, Strategic, Cultural, Social, and Political** aspects that an **international business manager** should know. Upon successful completion of this course, students will be able to:

- a. Identify, define and explain key terms for international business, including theories and best practices.
- b. Analyze the historical context and impact of recent events on globalization, economic regional integration, and established and emerging markets.
- c. Describe the frameworks, mechanisms, and institutions that govern and influence international trade.
- e. Explain the importance of strategic planning and decision-making to determine market entry, development, and exit.

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)*

The following prerequisites will help ensure that students are prepared to grasp the complex and interdisciplinary nature of global business concepts:

1. Basic understanding of business functions, concepts, and terminology.
2. Knowledge of management theories, organizational behavior, and decision-making processes.
3. Familiarity with marketing strategies, consumer behavior, and the role of marketing in business.
4. Understanding economic principles, including supply and demand, market structures, and global economic policies.
5. Ability to communicate effectively in diverse cultural and professional settings.

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)*

Survey of the theoretical and institutional complexities of international business operations. The major topics discussed in the course are the following:

- 1. Globalization**
- 2. National Differences in Political, Economic, Legal Systems and Economic Development**
- 3. Differences in Culture**
- 4. Ethics, Corporate Social Responsibility, and Sustainability**
- 5. Government Policy and International Trade**
- 6. Foreign Direct Investment**
- 7. Regional Economic Integration**
- 8. The Foreign Exchange Market**
- 9. The Strategy of International Business**
- 10. Entering Developed and Emerging Markets**
- 11. Exporting, Importing, and Countertrade**
- 12. Global Production and Supply Chain**
- 13. Global Marketing and Business Analytics**
- 14. Global Human Resource Management**

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>		
- <i>Magistral Course</i>		
- Interactive Course	32	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- Books readings	10	
- E-learning	10	
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- Group Projects	14	
- <i>Individual Projects</i>		
- <i>Personal work</i>		
Total working time for the student	66	

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).

Assessment includes a Foreign Market Assessment group presentation worth 40%, a comprehensive final exam, worth 40%, two exercises worth 10% and class attendance and participation comprise 10%.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
Continuous assessment	Continuous assessment			
	Mid-term exam			
	Participation			10
	Oral presentation			
	MCQ			
Final exam	Oral final exam			
	Written final exam	2	1	40
Others	Case study			
	Group Project	14	1	40
	Individual Project			
	Written assignment			
	Exercises	2	2	10
Total		18	4	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):

Hill, C.W.L. 2024. *Global Business Today* (2024 Release), New York: McGraw-Hill. Combo: Loose leaf and Connect access card, **ISBN10:** 1264374089 | **ISBN13:** 9781264374083

Class books :

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