

### თბილისის ჰუმანიტარული სასწავლო უნივერსიტეტი

**TBILISI HUMANITARIAN TEACHING UNIVERSITY**

**Syllabus**

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| **Name of the course/module** | **International business** |
| **Code of the course** | **BUEENG003** |
| **Status of the course**  **(elective/compulsory)** | **Elective** course |
| **ECTS** | **5 credits.Total:125 hours**  Contact Hours–50 hours (Class Meeting Time Period:16L/29Pr.) + 5 hours  (Midterms:2h and Final Examinations:3 h)  Individual Work-51 hours |
| **Authors (lecturer)** | **Sofiko Dzhvarsheishvili - Invited lecturer**  Phone: +995577253098  E-mail: [Sofiko.dzhvarsheishvili@gmail.com](mailto:Sofiko.dzhvarsheishvili@gmail.com);  [Lecturer provides consultation hours for students based on schedule approved by the faculty dean, as well as consultations online;] |
| **Aim of the course** | * The course aims to introduce students to the main concepts of international business. In the new millennium, the drive of most businesses is to "go global."  The trade and investment barriers have been easing and we are witnessing the emerging of more companies into international markets. However, with such expansion, there are opportunities as well as challenges that students of international studies need to understand.  In this course, students will familiarize themselves with various controllable and uncontrollable business environments and will develop an understanding of managing international businesses in such environments. Furthermore, students through various cultural dimensions will be able to understand the multicultural aspects of international businesses as well as the ethical responsibilities of international firms. |
| **Program prerequisits** | Fundamental of business |
| **Assessment system and criteria** | |  |  |  |  | | --- | --- | --- | --- | | **Assessment forms and components** | | | | | **Assessment forms** | | | **Max point** | | **Midterm Assessment** | | | **60** | | **Final Assessment** | | | **40** | | **Assessment components** | **Number** | **Max Assessment of components** | **Max point** | | **Midterm Assessment** |  |  |  | | Case study | **10** | **2** | **20** | | Project presentation | **1** | **10** | **10** | | Discussion | **5** | **2** | **10** | | Midterm exam | 1 | 20 | **20** | | **Final exam** | **1** | **40** | **40** | |  | | | | | **Assessment criteria** | | | | | **Case study (10 points)**  (5X2=10 points) | | | | | **2** | precisely describes a given business situation, analyzes, evaluates and establishes Causal relationships in detail based on the knowledge gained; Draws appropriate conclusions; student is able to see the situation in a different light and give similar examples. | | | | **1,5** | precisely describes a given business situation, analyzes, evaluates and establishes Causal relationships in detail based on the knowledge gained; Draws appropriate conclusions; | | | | **1** | precisely describes a given business situation, analyzes, evaluates and establishes cause-and-effect relationships in detail based on the knowledge gained; Draws appropriate conclusions; | | | | **0.5** | precisely describes a given business situation, analyzes, evaluates and establishes cause-and-effect relationships in detail based on the knowledge gained; | | | | **0** | The student does not participate in the business situation analysis process. | | | | **Project presentation (10 point)** | | | | | Points | **(6 points)** Criteria for evaluating the content of the project | | | | **6** | The student perfectly demonstrates the ability to find and critically analyze information / data, uses the latest information, data and literature, brilliantly evaluates complex problems and formulates his / her original conclusions by analyzing and synthesizing problematic issues, setting optimal guidelines for problem solving. | | | | 5 | The student is very good at finding information / data analysis and critical analysis, using the latest information, data and literature, highly assessing complex problems and formulating his / her own conclusions by analyzing and synthesizing problematic issues. | | | | **4** | The student is well able to find and critically analyze information / data, uses the latest information, data and literature, makes complex problem assessments and formulates his / her own conclusions by analyzing and synthesizing problematic issues, and determines the optimal directions for solving the problem. | | | | 3 | The student satisfactorily demonstrates the ability to find and critically analyze information / data, uses the latest information, data and literature less, evaluates problems and forms his / her own conclusions by analyzing and synthesizing problematic issues, satisfactorily identifying optimal directions for problem solving. | | | | 2 | The student is weak in the ability to find and critically analyze information / data, rarely uses the latest information, data and literature, evaluates problems, however, analyzes and synthesizes problematic issues, fails to form his own conclusions and does not determine the optimal direction to solve the problem. | | | | 1 | The student is not able to find and critically analyze information / data, does not use the latest information, data and literature, is unable to assess problems and is unable to formulate his / her own conclusions about problem solving. | | | |  | The student did not prepare homework | | | | Criteria for project presentation and discussion evaluation (4 point) | | | | | 4 | The student is very good at presenting and presenting the problem, discusses his / her conclusions and arguments brilliantly while participating in the discussion on the presentation topic, and perfectly defends his / her opinions. Demonstrates very good skills in delivering delivery techniques, including presentation materials. | | | | 3 | The student has a good ability to ask and present a problem, discusses his / her own conclusions and arguments while participating in a discussion on a presentation topic, and defends his / her own opinions well. Demonstrates good skills in delivering delivery techniques, including presentation materials. | | | | 2 | The student satisfactorily demonstrates the ability to ask and present a problem, discusses his / her own conclusions while participating in a discussion on a presentation topic, but lacks argumentation. Defends your own opinions. Satisfactorily demonstrates the skills of delivering delivery techniques, including presentation materials. | | | | 1 | The student is almost unable to identify and present the problem, having difficulty discussing his or her own conclusions and arguments while participating in a discussion on a presentation topic and defending his or her own opinions. At a low level, it demonstrates the ability to deliver delivery techniques, including presentation materials. | | | | 0 | The student is unable to identify and present a problem, is unable to discuss his / her own conclusions and arguments while participating in a discussion on a presentation topic, is unable to defend his / her own opinions. Fails to demonstrate skills in delivering delivery techniques, including presentation materials. | | | | **Discussion (10 point)**  5X2 = 10) During the semester, the student will be interviewed orally 5 times, respectively, in oral surveys the student can earn a maximum of 10 points (5X2). The oral survey is conducted in the format of reports, discussions and Q&A | | | | | 2 | The student is well prepared, the answer is clearly and adequately formulated, his reasoning is at a high level. student use terminology | | | | 1 | The student is not well prepared, the answer is incompletely formulated, his/her discussion is fragmentary, and the terminology is incomplete. | | | | 0 | The student is literally unprepared, the answer is vague and inadequate. His/her discussing is fundamentally wrong, student does not use terminology | | | | **Mid-term exam (20 points)** | | | | | Test (5X1 = 5 points) The test consists of 5 test assignments. The total number of points is equal to 5 | | | | | 1 | The answer is correct | | | | 0 | The answer is not correct | | | | Criteria for evaluating a theoretical issue (5X3) = 15 | | | | | 3 | The answer is complete. The student is thoroughly familiar with the past material, the issue is logically, consistently and adequately conveyed. Terminology is protected. Reasoning and analysis are at a high level. | | | | 2 | The answer is complete. The student satisfactorily possess the aterials covered by the program. The issue is logically and adequately conveyed, though inconsistent. Terminology is protected. Reasoning and analysis are satisfactory. | | | | 1 | The answer is short. The student has sufficient knowledge of the materials covered by the program, but there are some drawbacks. The issue is conveyed in part. Terminology is flawed. Discussion and analysis are fragmentary. | | | | 0 | The answer to the question is not relevant or not given at all. | | | | **Final exam (40 points)** | | | | | Criteria for evaluating a theoretical issue (8X3) = 24 | | | | | 3 | The answer is complete. The student is thoroughly familiar with the past material, the issue is logically, consistently and adequately conveyed. Terminology is protected. Discussion and analysis are at a high level. | | | | 2 | The answer is complete. The student is satisfied with the material covered by the program. The issue is logically and adequately conveyed, though inconsistent. Terminology is protected. Reasoning and analysis are satisfactory. | | | | 1 | The answer is short. The student has sufficient knowledge of the materials covered by the program, but there are some drawbacks. The issue is conveyed in part. Terminology is flawed. Reasoning and analysis are fragmentary. | | | | 0 | The answer to the question is not relevant or not given at all. | | | | **Test (16X1 = 16 points)** | | | | | The test consists of 16 closed questions. The total number of points is equal to 16 | | | | | 1 | The answer is correct | | | | 0 | The answer is no | | | |
| **Assessment system/activities, methods**  **and criteria** | **The assessment system has:**   Five types of positive assessment:  (A) Excellent – 91-100 points of rating  (B) very good – 81-90% of maximum assessment;  (C) Good– 71-80% of maximum assessment;  (D) Satisfactory – 61-70% of maximum assessment;  (E) Enough–51-60% of maximum assessment.  Two types of Negative assessment:  (FX) Fail After Supplementary Assessment – Maximum rate 41-50 points; which means, that student needs more time to take exam and is given the right to take exam repeatedly after independent work;  (F) Fail – Maximum rate 40 and less points, which means, that student’s work is not enough and he/she needs repeated study of the subject.  A student is eligible to take an additional exam in the same semester if he or she received an FX (41-50 - failed) grade; The interval between the final and additional exams in the subject must be at least 5 calendar days after the announcement of the final exam results.  The student who has accumulated at least 21 points in the mid-term assessments is given the right to take the final exam, and at least 20 points in case of the final assessment. |
| **Course description** | **appendix1** |
| **Core literature:** | 1.Ricky W. Griffin, Michael W. Pustay. International Business. A Managerial Perspective. eighth edition. Pearson Education Limited 2015; |
| **Additional literature** | 2.Charles W. L. Hill, G. Tomas M. Hult. International Business. Competing in the Global Marketplace. Published by McGraw-Hill Education, 2019 |
| **Learning outcomes, competences**  **(general and field specific)** | **Knowledge and understanding:**   * Explain multicultural aspects of international business and the cultural dimensions that indicate the cultural behavior of international business organizations; * Explain the importance of understanding international business. * Discuss the causes of globalization. * Identify and describe the basic forms of international business activities. * Describe forms of exporting and the types of intermediaries available to assist firms in exporting their goods.   **Skills:**   * Identify dynamics and direction of international trade and foreign direct investment * Compare and contrast various trade theories that explain the benefit and challenges of international trade and foreign direct investment * Examine the role of International organizations and institutions that affect international business operations * Identify objectives of international business assignments and explain the role of expatriates in today’s global business environment * Examine the ethical and social responsibilities of multinational firms in foreign business operations; * Describe the major cultural clusters and their usefulness for international managers. * Assess how cultural conflicts may arise in international business. * Analyze contract manufacturing, management contracts, and turnkey projects as specialized entry modes for international business. * Identify the basic issues in international licensing and discuss the advantages and disadvantages of licensing. * Identify the basic issues in international franchising and discuss the advantages and disadvantages of franchising. * Identify 4P issues and evaluate 4P decisions in international business. * Evaluate the various capital budgeting techniques used for international investments |
| **Learning/Teaching methods** | |  |  | | --- | --- | | **Learning/Teaching methods** | | | Lecture |  | | Group work |  | | Practical teaching |  | | Lab work |  | | Practice |  | | Thesis/project |  | | Consultation |  | | (E-learning) |  | | Independent work |  | | **Activities:** | | | Discussion/debate  (collaborative)  problem based learning (PBL)  Case study  Brain storming  Role and situation game  Demonstration methods  inductive methods  deductive methods  analysis method  synthesis methods  verbal teaching method  writing working methods  Explanation methods  active based teaching  project presentation | | |

**appendix1**

**Course description:**

**Topics of the lecture, practical classes/laboratory work/working group, literature**

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| **Week №** | **Type of**  **the class** | **Topics** | **Contact hours** | **literature** |
| **Iweek** | Lect. | **Topic 1: An Overview of International Business**   * What Is International Business? * Why study International Business? * International Business Activities * The contemporary causes of Globalization | **2** | **[1] -Ch 1** |
| Pract. | * Discussion/debate | **1** |  |
| **IIweek** | Lect. | **Topic 2: Legal, technological, accounting, and Political Environments**   * The legal environment * The Technological environment * The Accounting environment * The Political environment | **1** | **[1] -Ch 3** |
| Pract. | * Case study (1) | **2** |  |
| **IIIweek** | Lect. | **Topic 3: the role of Culture**   * characteristics of culture * elements of culture * seeing the Forest, not the Trees * International Management and cultural differences | **1** | **[1] -Ch 4** |
| Pract. | * Discussion (1) | **2** |  |
| **IVweek** | Lect. | **Topic 4: International trade and Investment**   * International Trade and the World economy * classical country-Based Trade Theories * Modern Firm-Based Trade Theories * An Overview of International Investment * International Investment Theories * Factors Influencing FdI | **1** | **[1] -Ch 6** |
| Pract. | * Case study (2) | **2** |  |
| **V week** | Lect. | **Topic 5: Foreign Exchange and International Financial Markets**   * The economics of Foreign exchange * The structure of the Foreign-exchange Market * The International capital Market | **1** | **[1] -Ch 8** |
| Pract. | * Case study (3) | **2** |  |
| **VIweek** | Lect. | **Topic 6: Formulation of National trade Policies**   * Rationales for Trade Intervention * Barriers to International Trade * Promotion of International Trade * controlling unfair Trade Practices | **1** | **[1] -Ch 9** |
| Pract. | * Discussion (2) | **2** |  |
| **VII week** | Lect. | **Topic 7: International Strategic Management**   * The challenges of International strategic Management; * strategic Alternatives * components of an International strategy * developing International strategies * levels of International strategy | **1** | **[1] -Ch 11** |
| Pract. | * Case study (4) | **2** |  |
| **VIII week** | **Midterm** | | 2 |  |
| **IX week** | Lect. | **Topic 8: Strategies for analyzing and Entering Foreign Markets**   * Foreign Market Analysis * choosing a Mode of entry * exporting to Foreign Markets * International licensing * International Franchising * specialized entry Modes for International Business * Foreign direct Investment | **2** | **[1] -Ch 12** |
| Pract. | * Case study (5) | **1** |  |
| **X week** | Lect. | **Topic 9: International Strategic alliances**   * International corporate cooperation * Benefits of strategic Alliances * scope of strategic Alliances * Implementation of strategic Alliances * Pitfalls of strategic Alliances | **1** | **[1] -Ch 13** |
| Pract. | * Discussion (3) | **2** |  |
| **XI week** | Lect. | **Topic 10: International Organization Design and Control**   * The nature of International Organizational design * Global Organization designs; * Related Issues in Global Organization design * The control Function in International Business * Managing the control Function in International Business | **1** | **[1] -Ch 14** |
| Pract. | * Discussion (4) | **2** |  |
| **XII week** | Lect. | **Topic 11: International Marketing**   * International Marketing Management * Product Policy * Pricing Issues and decisions * Promotion Issues and decisions * distribution Issues and decision | **1** | **[1] -Ch 16** |
| Pract. | * Case study (7) | **2** |  |
| **XIII week** | Lect. | **Topic 12: International Operations Management**   * The nature of International Operations Management; * Production Management; * International service Operations; * Managing Productivity in International Business; * Managing Quality in International Business * Managing Information in International Business | **1** | **[1] -Ch 17** |
| Pract. | * Case study (8) | **2** |  |
| **XIV week** | Lect. | **Topic 13: International Financial Management**   * Financial Issues in International Trade; * Managing Foreign exchange Risk * Management of Working capital * International capital Budgeting; * Management of Working capital * International capital Budgeting * Sources of International Investment capital | **1** | **[1] -Ch 18** |
| Pract. | * Case study (9) * Discussion (5) | **2** |  |
| **XV week** | Lect. | **Topic 14: International Human resource Management**   * The nature of International human Resource Management; * International Managerial staffing needs; * Recruitment and selection; * Training and development * Performance Appraisal and compensation * Retention and Turnover * human Resource Issues for nonmanagerial employees | **1** | **[1] -Ch 19** |
| Pract. | * Case study (10) | **2** |  |
| **XVI week** | Pract. | **Project presentation** | **3** |  |
| **XVII-XVIII week** | **Final Exam** | | **2** |  |
| **XIX-XXweek** | **Additional exam** | |  |  |