



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: International Business
PROGRAM: Bachelor of Business Administration (BBA)
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Negotiation & International Trade		
SEMESTER	Fourth		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	3		
CLASSROOM HOURS PER WEEK	3		
PRE-REQUISITES	English level VII		
LANGUAGE	English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none">• Reading materials include international journal articles• Reading materials in English• Research tasks on intercultural contexts• Development of projects with international or intercultural focus• International cases are used and compared against national reality• International bibliography is used		
COURSE DETAILS			
COURSE DESCRIPTION	The objective of this course is to evaluate and explain the general environment that influences the activities of international commerce. Introduce students to the field of international business. Allow students to form opinions, critical insights and perspectives, and proposals for the improvement of different activities related to international business. Encourage students to question themselves about their profession, their relationships with the world, with organizations, different cultures and individuals.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Understand and analyse the concepts of international business and the theories associated to it.	Skill	ILO01 ILO02 ILO05

	Advance research skills by consulting bibliographic sources and contrast strategic models of analysis of international business.	Knowledge	ILO02 ILO03 BBA ILO06
	Develop reading, writing and speaking skill in English and Spanish language through the development of essays and case studies that illustrate topics in international business.	Skill	BBA ILO07
	Analyze the organizational reality through the development of conclusions by contrasting the theories or organizational reality	Context	ILO01 ILO04
COURSE CONTENTS	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions</p>		
	<p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BBA ILO06: Entrepreneurship & Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups.</p> <p>BBA ILO07: Communication: Communicate effectively in written and spoken manner in Spanish and English.</p> <p>Globalization (Hill) Opening Case: The Rise of Ecuador’s Rose Industry What is Globalization: The Globalization of Markets The Globalization of Production The Emergence of Global Institutions: Drivers of Globalization: Declining Trade & Investment Barriers The Role of Technological Change The Changing Demographics of the Global Economy: The Changing World Output & World Trade Picture</p>		

	<p>The Changing Foreign Direct Investment Picture</p> <p>The Changing Nature of the Multinational Enterprise</p> <p>The Changing World Order</p> <p>The Global Economy of the 21st Century</p> <p>The Globalization Debate:</p> <p>Anti-globalization Protests</p> <p>Globalization, Jobs & Income</p> <p>Globalization, Labor Policies and the Environment</p> <p>Globalization & National Sovereignty</p> <p>Globalization & the World's Poor</p> <p>Managing in the Global Marketplace</p> <p>National Differences in Political Economy (Hill)</p> <p>Opening Case: Ghana: An African Dynamo:</p> <p>Political Systems:</p> <p>Collectivism & Individualism</p> <p>Democracy & Totalitarianism</p> <p>Economic Systems:</p> <p>Market Economy</p> <p>Command Economy</p> <p>Mixed Economy</p> <p>Legal Systems:</p> <p>Different Legal Systems</p> <p>Differences in Contract Law</p> <p>Property Rights & Corruption</p> <p>The Protection of Intellectual Property</p> <p>Product Safety & Liability</p> <p>Political Economy & Economic Development:</p> <p>Political and Economic Reform in Myanmar (Burma)</p> <p>Differences in Economic Development:</p> <p>GNI per capita</p> <p>GNI PPP per capita</p> <p>Human development index</p> <p>Political Economy and Economic Progress:</p> <p>Innovation and entrepreneurship are the engines of growth</p> <p>Innovation and entrepreneurship require a market economy</p> <p>Innovation and entrepreneurship require strong property rights</p> <p>The required political system</p> <p>Economic progress begets democracy</p> <p>Geography, education and economic development</p> <p>States in Transition:</p> <p>The Spread of Democracy</p> <p>The New World Order & Global Terrorism</p> <p>The Spread of Market-Based Systems</p> <p>The Nature of Economic Transformation:</p> <p>Deregulation</p> <p>Privatization</p> <p>Legal Systems</p>
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	<p>Implications of Changing Political Economy Implications for Managers</p> <p>Differences in Culture (Hill) Opening Case: Why did Walmart Fail in Germany What is Culture?: Values & Norms Culture, Society & the Nation-State The Determinants of Culture Social Structure Individuals & Groups: Social Stratification Religious & Ethical Systems: Christianity Islam Hinduism Buddhism Confucianism Language: Spoken Language Unspoken Language Education Culture & the Workplace Cultural Change Implications for Managers</p> <p>International Trade Theory (Selected Parts) (Hill) Opening Case: Creating the World's Biggest Trading Zone An Overview of Trade Theory: The benefits of trade The pattern of international trade Trade theory and government policy Mercantilism Absolute Advantage: Comparative Advantage: The gains of free trade Qualifications and assumptions Extensions of the Ricardian model Heckscher-Ohlin Theory: The Leontief paradox The Product Life-Cycle Theory: The product life-cycle theory in the 21st century New Trade Theory: Increasing product variety and reducing costs Economies of scale, first mover advantages and the pattern of trade Implications of new trade theory National Competitive Advantage: Porter's Diamond: Factor endowments</p>
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	<p> Demand conditions Related and supporting industries Firm strategy, structure and rivalry Evaluating Porter's theory Implications for Managers </p> <p> The Political Economy of International Trade (Selected Parts) (Hill) Opening Case: China Limits Exports of rare Earth Metals Instruments of Trade Policy Tariffs Subsidies Import quotas and voluntary export restraints Local content requirements Administrative policies Antidumping policies The Case For Government Intervention: Political arguments for intervention Economic arguments for intervention The Revised Case for Free Trade: Retaliation and trade war Domestic politics Development and the World Trading System From Smith to the great depression 1947-1979: GATT: trade liberalization and economic growth 1980-1993: protectionist trends The Uruguay round and the world trade organization WTO: experience to date The future of the WTO: unsolved issues and the Doha round Implications for Managers </p> <p> Foreign Direct Investment (Selected Parts) (Hill) Opening Case: Foreign Retailers in India Foreign Direct Investment in the World Economy: Trends in FDI The direction of FDI The source of FDI The form of FDI: Acquisitions versus Green Field Ventures Theories of Foreign Direct Investment: Why foreign direct investment? The pattern of foreign direct investment The eclectic paradigm Political ideology and Foreign Direct Investment: The radical view The free market view Pragmatic nationalism Shifting ideology Benefits and Costs of FDI: Host country benefits </p>
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	<p>Host country costs Home country benefits Home country costs International trade theory and FDI Government Policy Instruments and FDI: Home country policies Host country policies International institutions and liberalization of FDI Implications for Managers</p> <p>Regional Economic Integration (Selected Parts) (Hill) Opening Case: Tomato Wars Levels of Economic Integration: The Case for Economic Integration: The economic case for integration The political case for integration Impediments on integration The Case Against Economic Integration: Regional Economic Integration in Europe: Evolution of the European Union Political structure of the European union The single European act The establishment of the euro Enlargement of the European Union Regional Economic Integration in the Americas: The North American Free Trade Agreement The Andean Community Mercosur Central American Common Market, CAFTA and CARICOM Free Trade Area of the Americas Regional Economic Integration Elsewhere: Association of Southeast Asian Nations Asia-Pacific economic cooperation Regional trade blocs in Africa</p>
METHODOLOGY	<p>Lecture and Case Method Active Learning Theoretical classes Participative classes :Small Groups Discussion and Course Discussions Workshops Practical Exercises Written tests, essays, presentations and integral projects</p>
ASSESSMENT	<p>Case study method Contrasting diverse realities of international business processes in different cultural settings</p> <p>First and Second term; 5% Quiz and 25% partial exam. Third term: 5% quiz and 35% final exam.</p>