

PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA

Faculty of Economics

Department of National Economy

**Program and Description
of the Course**

International Business Management

Master Program "International Business"

field 38.04.01 "Economy"

specialization "International Business"

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Goals and objectives of discipline:

The goal of the course: International Business Management is to create knowledge and understanding of International Business Management by master students..

The main objectives of the study subjects are:

Mastering by master students the modern tools and analytical apparatus for analysis of key International Business Management issues.

Acquiring practical skills of cooperation and administration in international media and group work.

Familiarization with the most promising International Business Management theories.

2. Place of discipline in the structure of the study plan:

This theoretical course is a core course of the economic block for master students with specialization in International Business. Prerequisites for the course of "International Business Management" are: Macroeconomics, History of Economic Thought, Management.

3. Requirements for the results of the studying of disciplines are:

Student graduated with the qualification (degree) "Master" in Economics (38.04.01 Economics) must possess the following competencies:

UC-1. Able to search for and critically analyze problem situations based on a systematic approach, and develop a strategy for action.

UC-2. Able to manage a project at all stages of its life cycle.

GPC-1. Able to apply knowledge (at an advanced level) of fundamental Economics in solving practical and/or research problems.

GPC-2. Able to apply advanced instrumental methods of economic analysis in applied and/or fundamental research.

PC-1. Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole

design and economic

PC-2. Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness.

PC-3. Able to independently carry out research activities and critically evaluate the results obtained.

As a result, the student must:

know:

- *bases of the organization and the general regulations of the international business activity at the international and national level;*
- *scientific principles and practice of the organization and management of the international business;*
- *specifics and features of the Russian practice of the organization and conducting international business activity.*

be able to:

- *analyze interrelations of internationalization of economic life in various forms;*
- *reveal a role and mechanisms of the international organizations in regulation of the international business;*
- *in the analysis of concrete situations of the international companies to be able to prove the choice of the main competitive strategy in the global markets;*
- *reveal the main regional aspects of conducting the international business;*
- *analyze and interpret statistical data of international trade on the basis of the international and Russian statistics;*

Get skills:

- *of reading and the analysis of the academic literature on the international business*
- *to distinguish various forms of conducting the international business*
- *to own methods and receptions of the analysis of economic events and processes by means of the main tools of the international economy and management.*

4. The work load of discipline and types of training activities

Credit hours for the discipline are **3 credit units (one module)**

Type of school work	Total hours	Module			
		1	2	3	4
	36	36			
Including:	-	-	-	-	-
Lectures	18	18			
Seminars (C)	18	18			
Self-study (total)	66	66			
Including:	-	-	-	-	-
Course project (individual project)					
Cash and graphics					
Review					
<i>Other types of independent work:</i>					
Preparation of 2 creative projects					
Independent study of recommended literature	40	40			
Preparation for the final certification	26	26			
Type of interim assessment (test, exam)					
The overall credit hours	102	102			
	3	3			

Topic 1. Background for International Business

Globalization and International Business.

Topic 2. Basic Approaches in Management

Management a science or an art. Management functions. Management models. Skills of manager.

Topic 3. Comparative Environmental Frameworks

The Cultural Environments Facing Business. The Political and Legal Environments Facing Business. The Economic Environments Facing Businesses.

Topic 4. Theories and Institutions: Trade and Investment

International Trade and Factor-Mobility Theory. Governmental Influence on Trade. Cross-National Cooperation and Agreements.

Topic 5. World Financial Environment

Global Foreign-Exchange Markets. The Determination of Exchange Rates. Global Capital Markets.

Topic 6. Global Strategy, Structure, and Implementation

Globalization and Society. The Strategy of International Business. Country Evaluation and Selection. Export and Import. Direct Investment and Collaborative Strategies. The Organization of International Business.

Topic 7. Managing International Operations

Marketing Globally. Global Manufacturing and Supply-Chain Management.

Topic 8. Managing Carrier in International Business

Managerial Skills. Improve your carrier. Plan of carrier development.

5.2 Thematic sections and interdisciplinary connection with other disciplines.

Discipline is taught in the second semester of the master's program and does not require follow-up training courses.

5.3. Workload composition

TOPIC	lectures (h)	seminars (h)
Topic 1. Background for International Business	2	2
Topic 2. Basic Approaches in Management	2	2
Topic 3. Comparative Environmental Frameworks	2	2
Topic 4. Theories and Institutions: Trade and Investment	2	2
Topic 5. World Financial Environment	2	2
Topic 6. Global Strategy, Structure, and Implementation	3	3
Topic 7. Managing International Operations	3	3
Topic 8. Managing Carrier in International Business	2	2
Total	36	18

6. Laboratory workshop. Not provided.

7. Practical exercises (seminars)

TOPIC	seminars (h)
Topic 1. Background for International Business	2
Topic 2. Basic Approaches in Management	2
Topic 3. Comparative Environmental Frameworks	2
Topic 4. Theories and Institutions: Trade and Investment	2
Topic 5. World Financial Environment	2
Topic 6. Global Strategy, Structure, and Implementation	2
Topic 7. Managing International Operations	2
Topic 8. Managing Carrier in International Business	2

8. Sample topics for discussion (research)

1. Globalization and International Business.
2. Basic Approaches in Management
3. The Cultural Environments Facing Business.
4. The Political and Legal Environments Facing Business.
5. The Economic Environments Facing Businesses.
6. International Trade and Factor-Mobility Theory.
7. Governmental Influence on Trade.
8. Cross-National Cooperation and Agreements.
9. World Financial Environment
10. The Strategy of International Business.
11. Country Evaluation and Selection.
12. Direct Investment and Collaborative Strategies.
13. Organization of International Business.
14. Marketing Globally.
15. Global Manufacturing
16. Global Supply-Chain Management.

9. Methodical and informational support

BASIC SOURCES:

John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan International Business 15th Edition, 2017

Dicken, Peter (2011) Global Shift: Mapping the Changing Contours of the World Economy, 6th edition, London, Sage

Additional reading:

Dunning, J and Lundan S. (2008) Multinational enterprises and the global economy, 2nd edition, Cheltenham , Edward Elgar.

Rugman, A. & Collinson (2009) International Business, 5th edition, Harlow, Pearson Education

10. Software

OC MS Windows (XP), MS Office 2010, Mentor, Leading business Games 2010-2012.

Logistical support discipline:

- classrooms (rooms) at the workplace for lectures (depends on the number of students) and for seminars (the number of students in separate groups);
- board;
- desktop PC with Microsoft Office 2007;
- multimedia projector;
- portable equipment - a laptop and a projector;
- screen (stationary or portable floor).

№ aud.	Name-equipped classrooms	List of main equipment
17	Classroom	Multimedia Projector - 2 pcs., Sound Tribune - 1 pc., Screen - 2 pcs.
19	Computer Class	Computers Pentium 4-1700/256MB/cd/audio - 21 pcs., Multimedia projector PanasonicPT-LC75 - 1 pc., The screen is 1 unit.
103	Classroom	Multimedia Projector - 1 pc.,
105	Classroom	Multimedia Projector - 1 pc.,
1	Classroom	Multimedia Projector - 1 pc.,
2	Classroom	Multimedia Projector - 1 pc.,
Conference hall	Classroom	Multimedia Projector - 1 pc., Sound equipment
Hall 4 Library	Classroom	Multimedia Projector - 1 pc.,

There are 770 library workstations in the reading rooms of PFUR library. Reading and lending rooms of the Academic and Research Library are located in 5

university buildings. Some rooms are used for group work, 3 rooms are equipped with multimedia devices. Internet access is provided in the library via Wi-Fi.

There are more than 17000 Library readers. Library fund contains 1.800.000 books and is increased monthly. The funds are universal, they are formed by the discipline principle. It is increased due to departments' orders. The library staff counts 43, 36 of them have university degrees, 90% are computer competent.

Electronic catalogue has been compiled since 1990. Since 2010 PFUR e-library system has provided readers with information and full-text document access.

Book lending is done automatically. The free access room is equipped with self-service lending station applying RFIT-technology.

All PFUR computers provide access to PFUR e-library system and electronic sources.

The platform for information, service and resource access is available at the library website <http://lib.rudn.ru/>.

11. Guidelines on the organization of the discipline:

The implementation of the course includes interactive lectures, practical sessions (workshops) including multimedia equipment and an interactive tutorial, the independent creative works and their subsequent presentation, testing, group discussions on topics of the course.

EVALUATION FUND

Course «International Business Management»

Sample of Homework Assignment and Final Exam

Homework Assignment

1. Presentation (ppt) on Multinational Co.
2. Take one country and make a presentation "Specifics of doing Business with ...country" (Approx.Plan: general information on the country, main economic data,exports-imports, how to do business, national specific of business communication, so on..., list of references)

Samples of Final Exam Questions

What from given below is a part of driving factors of globalization?

- a) Uneven placement of raw materials and energy resources across the territory of the planet;
- b) Features of social and economic systems;
- c) Fluctuation of exchange rates;
- d) Religious restrictions;
- e) Intervention of the state in economy and protectionism.

The greatest risks are inherent in such form of the organization of the international business as ...

- a) leasing agreement;
- b) local warehousing and sale;
- c) local production and sale;
- d) direct foreign investments;
- e) international management contracts.

Key advantage and motive of creation of joint ventures in comparison with other form of the organization of the international business is:

- a) High salary of personnel;
- b) Essential sales volume;
- c) Low wages on production of goods;
- d) Possibility of use of strong competitive advantages of partners (founders);
- e) Everything given above.

What of the given factors slows down globalization process?

- a) Acceleration of rates of technological innovations;
- b) Climatic and economical and geographical differences;
- c) Development of transport and communications;
- d) Features of social and economic systems;
- e) International development of work.

Mainly centralized decisions are made by the top management of multinational corporation on questions:

- a) international marketing policy;
- b) financing;
- c) shots of expatriates;
- d) production capacities;
- e) all questions given above.

Associate Professor _____ R.O. Voskerichyan