

# SYLLABUS

## INTERNATIONAL BUSINESS ENVIRONMENT

Dr Jean-Guillaume DITTER (Burgundy School of Business)

June 2020

Language: English

Level: undergraduate

Duration: 18 contact hours + 18 hours homework (readings, assignments, project)

### LEARNING GOALS

By the end of the course, students will be able to

1. Describe the economic foundations of economic globalisation (key international trade theories)
2. Explain why and how governments adopt trade restriction measures while cooperating to regulate international trade
3. Explain the CAGE distance framework, how distance(s) between countries affect international business operations and how companies adapt to distance(s)
4. Describe the national competitiveness framework and explain how companies can use it to design their global value chain
5. Discuss recent trends in globalisation and the global business environment

### TEACHING METHOD

Course sessions are divided into two parts:

1. During the first part ( $\pm 60$ mn), the instructor discusses the previous session's assignment and introduces the current session's key concepts
2. During the second part ( $\pm 60$ mn), students work individually or in teams on case studies assigned by the instructor and upload their work on the course's Moodle page.

Students wishing to take the course must obligatorily register on the Moodle page before the course begins (see URL below, "References" section). The page will be available from June 1<sup>st</sup>.

Course slides and documents will only be made available on the course's Moodle page.

**The adequate link to the ZOOM platform will be made available on MOODLE before each session begins.**

## ASSESSMENT

- In-class assessment (readings and case studies): 30%
- Final online quiz: 30%
- Individual final assignment: 40%

## RESOURCES

- **Moodle page:** <https://moodle.uni-siegen.de/course/view.php?id=22604>
- Online resources for IB students: <https://globaledge.msu.edu/>
- Open online strategic management textbook: <https://open.lib.umn.edu/strategicmanagement/front-matter/publisher-information/> (chapter 7)
- Open online international business textbook: [https://saylordotorg.github.io/text\\_international-business/](https://saylordotorg.github.io/text_international-business/) (chapters 1-2-4-5-6-8)

## COURSE OUTLINE

The course consists of 9 sessions:

1. Introduction to international business and globalisation (June 3, 4-6pm)
2. Why nations trade – International trade theories (June 4, 4-6pm)
3. The case for protection (1) (June 5, 4-6pm)
4. The case for protection (2) (June 6, 10-12am)
5. The Global Trading System (1) (June 8, 4-6pm)
6. The Global Trading System (2) (June 9, 4-6pm)
7. National business environments (1) (June 10, 4-6pm)
8. National business environments (2) (June 12, 4-6pm)
9. Conclusions: current trends in international business (June 13, 10-12am)