



19th LJUBLJANA SUMMER SCHOOL
Take the Best from East and West
2 - 20 July 2018

LJUBLJANA SUMMER SCHOOL 2018

COURSE TITLE: International Business in a Globalised World

Type of course:

Bachelor course

ECTS credits: 6

Lecturers:

Sunil Venaik, Associate Professor
University of Queensland, Business School, Australia

Aims of the course:

The course aims to provide students with a foundation in the principles and practices of international business. Students will engage in a range of individual and team-based pedagogical activities to examine the environmental pressures affecting international business, and how multinational firms design their strategy, structure and operations in response to these pressures. The course is divided into two parts. The first part of the course focuses on the macro view of international business. It examines the underlying causes of trade and foreign direct investment flows between nations, and the costs and benefits to nations, industries and individuals flowing from the globalized economy. The second part of the course focuses on the micro or firm level aspects of international business. It will provide students with an understanding of some of the key decisions faced by managers engaged in international business, including international exchange rate management, foreign market entry and expansion, and IB strategy and organization. The course concludes with a brief examination of a number of important aspects of firm operations in an international context including marketing, production, R&D, and human resource management.

Course syllabus:

1. Course Overview: Introduction, case analysis, decision-making, globalization
2. International Trade Theories
3. Political Economy of International Trade, Regional Economic Integration
4. Foreign Direct Investment (FDI)
5. Culture
6. Foreign Exchange Market
7. Entering Foreign Markets, Exporting
8. IB Strategy/Organization
9. IB Operations: Production, Marketing, R&D, IHRM
10. Course Review





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Literature:

A wide range of IB-related resources is available in the UQ library including books, academic journals, business magazines, newspapers, and online databases. Students are encouraged to use these resources to prepare for lectures and tutorials and to do research for their projects/assignments. Following is a brief list of the resources that may be useful for the course:

General/practice-oriented

- The Economist
- Harvard Business Review
- Wall Street Journal
- Daily national and international newspapers and websites
- Websites and annual reports of multinational firms
- UN and World Bank annual reports and online database on countries
- Other online reports and databases on country economic freedom, political freedom, competitiveness, etc.

Academic/research-oriented

- Journal of International Business Studies
- Academy of Management Journal
- Academy of Management Review
- Management International Review
- Journal of World Business
- Journal of International Marketing
- Journal of International Management

Teaching methods:

The teaching will be highly interactive and focus on discussion among students, and between students and the lecturer. All students are expected to attend all classes, and read, understand, comment on, and question the assigned materials prior to each class. At the end of each session, student will present and discuss their case analysis group projects.

Prerequisites:

Some prior knowledge and understanding of business concepts will be an advantage.

Examination methods:

In class participation - 20%
 Case study group projects - 50%
 Final exam - 30%

Note: This course is comparable to the officially accredited course International Business (ECTS: 6) at the Faculty of Economics, University of Ljubljana.

