

Course Syllabus

Course title: **International Business Economics**

Number of Credits: **6**

Level: **MA / MSc**

Language: **English**

Programme: **MSc in International Economy and Business**

Semester: **Spring 2021/2022.**

Prerequisites: **undergraduate Macro-, Micro- and International Economics, and Business Economics.**

Name of Department/Institution: **Department of Business Studies/Institute of Business Economics/Corvinus Business School. Website: [Corvinus University of Budapest - Institute of Business Economics \(uni-corvinus.hu\)](https://www.uni-corvinus.hu) .**

Course instructors: **Erzsébet Czakó** (course leader) and **Zsolt Havran and Bence Kiss-Dobronyi** (seminar leaders)

Objectives and content:

Business enterprises are belong to key stakeholders of the ongoing globalization. Course provides an introduction into their across border strategies and management. Their internationalization, international business strategies, and across border operations are in the focus of the course. In discussing the international business strategies and operations we focus on both external (environment) and internal (firm and business specific) factors from the viewpoints of executive level managers. Internationally standard management concepts and techniques, and theoretical considerations will be discussed and applied on case studies.

Methodology to be used:

The course consists of lectures and seminars. Lectures interactively deals with theoretical issues, seminars are about application of them, and related skill development. Peer leaning is encouraged and emphasized throughout the course. Small group projects are essential part of the course both in and out classes. Individual contributions in classes will be encouraged and graded in both lectures and seminars.

Reading materials: Compulsory reference textbook - **Peng, Mike W. – Meyer, Klaus E.** International Business. Cengage Learning EMEA, (2019): <https://www.cengage.co.uk/books/9781473758438/>

19 Schedule: description of the course content by week (one 90 minute session as lecture and one 90 minute session as seminar. Chapters in brackets show the compulsory reference textbook chapters (2019):

Week 1 07/02	Lecture: Introduction: Globalization and International Business. (Chapter 1) <i>Case: Global business in the digital age: Airbnb.</i> Seminars: Introduction and course overview.
Week 2 14/02	Lecture: Investing abroad directly – reasons for equity (FDI) based foreign market entry (Chapter 6) <i>Case: Politics and FDI in Argentina</i> Seminars Orientation for the 1 st presentation. Creating teams.
Week 3 21/02	Lecture: Institutions based view of international strategy. Formal and informal institutions in International Business (Chapters 2 and 3) <i>Case: Carlsberg faces political risk in Russia.</i> Seminars
Week 4 28/02	Lecture: MNE and its firm resources and international strategies. Resource based view of international strategy. (Chapter 4) <i>Case: Legos's secrets</i> Seminars: Presentations 1: 1-2
Week 5 07/03	Lecture: Foreign entry strategies. (Chapter 12) <i>Case: Walmart tries to enter European markets</i> Presentations 1: 3-4
Week 6 15/03	National holiday – no regular classes.
Week 7 21/03	Lecture: Midterm exam (Chapters 1, 2, 3, 4, 6, 12, presentations, and cases in the 1 st part of the semester) Seminars 1st Case study discussion - Wendy
Week 8 28/03	Lecture: Starting international business ventures (Chapter 11) <i>Case: Better Generation: the global generation of business.</i> Seminars Orientation for the 2 nd presentation. Feedback on the presentations, case and the midterm achievements. <i>Case: WizzAir video case</i>
	Intensive week– no regular classes.
	Spring holidays – no regular classes
Week 9	No lecture, no seminars. Online exercise in Moodle. (Chapter 15) Video case and related Qs in Moodle.
Week 10 25/04	Lecture: Building global strategies and structuring and organizing MNEs – (Chapters 14 & 15) <i>Case: Daimler merges and demerges. Subsidiary initiative at Schenck Shanghai Machinery.</i> Seminars Presentations 2: 1-2.
Week 11 02/05	Lecture: International marketing and supply chain management (Chapter 17). <i>Case: Zara rewrites the rules on marketing and SCM. Li&Fung: from trading company to supply chain manager.</i> Seminars Presentations 2: 3-4.
Week 12 09/05	Lecture: International human resource management (Chapter 16) <i>Case: Dallas vs. Delhi</i> Seminars: 2nd Case study discussion - Nestlé
Week 13 16/05	Lecture: Wrap-up for the final exam Seminars: Course assessment
Exam period 17/05	Exam Period: Final exam (Chapters 11, 14, 15, 16,17, presentations and cases in the 2 nd part of the semester)