

Course syllabus					
Course name:		International Business (part of Management Perspectives)			
Study Programme:		Cycle of studies:	Study type:		
BA in Business Management		I cycle (bachelor)	Full-time studies		
Study Programme name:		Elective course			
Specialisation:		n/a			
Course name:		International Business (part of Management Perspectives)			
Electivity:		Elective course			
Course code:	Year of studies:	Semester:	Language of instruction:		
	III	Summer 2023	English		
Class types:		Form of assessment	Contact hours per:		ECTS points
			class type	course	
Discussion class		assessment	30	30	-
Course coordinator:					
Meir Russ, Ph.D. Professor Emeritus					
A. Course description:					
<p>This ten sessions course offers coverage of a broad survey of international business issues. Its thorough coverage helps students develop an understanding of the wide range of theories and research available in this field—from competitive strategy and industry analysis to environmental trends, ethics and sustainability. The course would also cover concepts related to the process of internationalization of firms and international finance. Integration of international issues throughout provides an essential understanding of global economics and its impact on business activities in any location. Special attention will be given to an analysis of multinational/international firms through the discussion of case studies.</p>					
B. Prerequisites					
None.					

C. Learning outcomes:	
Knowledge	+ Analyze the international business environment and propose international business strategies
	+ Enhance their cross-cultural communication skills; and
	+ Demonstrate proficiency in their understanding of contemporary international business practices.
Skills	+ to apply what you have learned in class to actual organizational cases so that you can consolidate the theoretical knowledge and convert it into managerial skills and insights.
	+ Demonstrate proficiency in their understanding of contemporary international business issue
	+ To develop skills in analysing strategic challenges and opportunities in the global context and competencies to anticipate the potential strategies of global and local competitors in specific industries.
D. Course content:	Contact hours
Discussion class:	
▪ See attached	15

E. Assessment methods and criteria:

Evaluation

Class attendance and participation	20%
Individual teaching segment and Leading class discussion	14%
Individual Current Event Report - leading discussion	10%
Group Case Studies (In class and Out-of-class)	36%
Group Power Point Formal Presentation: International Start-up	20%

See details in the attached

The final grade will be calculated using the following grading scale:

- [60%, 68%) – satisfactory;
- [68%, 76%) – satisfactory plus;
- [76%, 84%) – good;
- [84%, 92%) – good plus;
- [92%, 100%] – very good;

Make-up assessment-See B above

The students who marginally failed the course (a score of 50% or more) may attempt a make-up assessment. The students attempting a make-up assessment are expected to prepare a structured report provided by the instructor. The report outlines the results of the student's activity which needs to be equivalent to the average workload of class hours in the course (2 ECTS points). The student is graded based on the quality of the report and an oral examination. A positive outcome of the make-up assessment leads to passing the course with a satisfactory grade.

F. Teaching methods:

The teaching methods applied to the course include exploration and self-study methods (i.e. problem solving, exercises and discussions). See details in the attached detailed syllabus.

G. Literature:

Obligatory:

- See attached

H. Supplementary information:					
<ul style="list-style-type: none"> • See attached • Class Dates: April 3-June 2, 2023 					
Learning outcome assessment:					
Class type:	Assessment method				
	Case studies	Presentations / assignments			
Discussion classes	X	x			
Student workload measurement:					
Class type	Description of student workload measurement				
Discussion classes	<p><u>Attendance</u> in class accounts for 15 hours.</p> <p>Preparing <u>essays</u> requires collecting appropriate material and writing the paper. It is estimated that each essay will require, on average, 10 hours of work. 4 essays require 40 hours.</p> <p><u>Preparing a VAT assignment</u> – 15 hours in total.</p> <p><u>Preparing for a debate</u> – 15 hours in total.</p> <p><u>Preparing for class participation</u> (designated readings and tasks) will require, on average, 8 hours per meeting – 40 hours in total.</p> <p><u>Preparation for the interview, revision</u> – 50 hours;</p>				