INTERNATIONAL BUSINESS AND COMPETITION

Syllabus for Master’s program
1-26 81 01 “Business Administration”
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Readers: Dedkov S. M., Ph.D., Deputy director of Research Centre of Economic Study of Academy of Sciences
Turban G.W., Ph.D., Head of Department of International Business, Belarus State Economic University

Recommended for approval:
by the Department of Economics and Management at the Higher School of Business and Management, Belarus State Economic University (minutes # 13___ from __27/04/2017____.2017)

by the Scientific and Methodological Council, Belarus State Economic University (minutes # ___ from ______.2017)
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RECOMMENDED COURSE READING .........................................................................................Ошибка! Закладка не определена.
The following syllabus supplying the academic discipline “International Business and Competition” is a set of structured teaching, learning and instructional resources, as well as didactic training materials, intended for use in a course of a full-time educational Master program for the specialty 1-26 81 01 “Business Administration”. This syllabus has been developed according to educational standards and the requirements applicable to higher education institution study programs, approved by the First Deputy Minister of Education, Republic of Belarus.

The increasing globalization of the market place affects all who are involved with business or who must make business decisions. Even those who are not directly involved in international business are affected in their domestic operations by international events and by the business activities of foreign entities. Therefore, it is imperative to be knowledgeable about the international business systems.

The following course on “International Business and Competition” introduces the concept of international business as a system and the theories which underlie it; institutions which are visual evidences of it; production, marketing, financial, legal and other subsystems which comprise the total system. It also examines national governmental and international institutional controls and constraints, which impact the environment in which the system operates.

The objectives of this course are

— to provide students with knowledge and skills required to be able to participate in international business;
— to support students in building up the major skills and competencies in leading an international enterprise;
— to educate students on challenges created by an international competitive environment;
— to teach students develop strategic and tactical thinking in developing the core competencies of an international enterprise.

While following this course the students will acquire knowledge on:

— Economics and politics of international trade
— Mechanics of international financial transactions permitting the initiation and settlement of trade
— Accounting systems that allow countries to monitor & manage the transfer of resources & capital
— Trade Agreements and globalization
— NAFTA and World Trade Organization (WTO)
— Main institutions and intermediaries which facilitates the flow of resources
— The global environment and its people, in terms of opportunities for new markets and outlets for goods and services

— Ethical issues confronting the international business community
Upon successful completion of this course, students will be able to:

— Analyze the role and impact of international business on national economic development.
— Explain how the economic, political/legal, and financial environments affect international business operations.
— Discuss how cultural and behavioral differences influence countries business practices, and how these differences can be addressed using appropriate strategies.
— Discuss international trade theory and how government and business decisions influence international trade.
— Assess the effects of current regional trade agreements and economic integration on developing countries.
— Discuss how environmental differences support or complicate marketing, export and import strategies.

Instructional Methodology will include a combination of lectures, class discussions, presentations and case studies. Students are encouraged to share relevant articles etc. Students are expected to do all reading assignments before class. All assignments are to be handed up in hard copy. No exceptions will be made. Reading all the international newspapers and listening to the news is a requirement of this class. Students are expected to be alert for all matters involving international business and globalization. This class involves more than just reading and showing up for lectures; much of the learning will emanate class discussions so do not just show up for class, read, show up and participate. The quality of the student’s input to class discussions will determine how much of the remaining balance s/he will receive.

The study program for the discipline “International Business and Competition” consists of 72 hours of class work, including 42 hours of lectures and 30 hours of seminars. The final assessment method - examination.
COURSE CONTENT

Topic 1. International Business and Globalization.


Topic 2. The International Business Environment.


Topic 3. The Process and Organization of Internationally Competitive Business.

**Topic 4. Strategies for International Business.**


**Topic 5. International Business Planning.**


**Topic 6. Marketing in International Business.**


**Topic 7. Global Production (Operations) and Supply Chain Management.**


**Topic 8. Trading Internationally: Export and Import Practices.**


**Topic 9. Building an International Work Force.**


**Topic 10. International Accounting, Taxation and Financial Management.**


**Topic 11. Personal Career in International Business.**

# COURSE STRUCTURE
«INTERNATIONAL BUSINESS AND COMPETITION»

<table>
<thead>
<tr>
<th>Topic №</th>
<th>Lecture/workshop subject</th>
<th>The amount of study hours</th>
<th>Study materials</th>
<th>Assessment</th>
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<tr>
<td></td>
<td></td>
<td>Lecture</td>
<td>Workshop</td>
<td>Seminar</td>
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<tr>
<td>1</td>
<td>International business and competition (72 hours)</td>
<td>42</td>
<td>30</td>
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<tr>
<td>2</td>
<td><strong>Topic 1. International Business and Globalization.</strong></td>
<td>3 4</td>
<td>5 6</td>
<td>7 8</td>
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<tr>
<td>1</td>
<td>The nature and main forms of international business. Globalization: definitions, drivers, players.</td>
<td>4 2</td>
<td>[1-5]</td>
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<tr>
<td>2</td>
<td><strong>Topic 2. The International Business Environment.</strong></td>
<td>4 2</td>
<td>[1-5]</td>
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<tr>
<td>2</td>
<td>Political and economic systems in global world. Economic integration.</td>
<td>4 2</td>
<td>[1-5]</td>
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<td></td>
<td>International trade restrictions.</td>
<td>4 2</td>
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<td></td>
<td>International culture.</td>
<td>4 2</td>
<td>[1-5]</td>
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<td>Country risks in international business</td>
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<td><strong>Topic 3. The Process and Organization of Internationally Competitive Business.</strong></td>
<td>4 2</td>
<td>[1-5]</td>
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</table>
| 3 | Porter’s theory of International competitive advantage.  
The propensity to internationalize business.  
A comprehensive model of foreign market entries.  
Mergers and acquisitions as models of international business. | 6 | 4 | [5-6] | quiz, group discussion, case analysis |
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<td><strong>Topic 4. Strategies for International Business.</strong></td>
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| 4 | Types of strategies. Global strategic planning.  
Strategic plan features, implementation facilitators and performance measures. | 4 | 2 | [1-5] | quiz, group discussion, case analysis |
| **Topic 5. International Business Planning.** | | | | | |
| 5 | Business plan for international company.  
Business planning cycle.  
The strategy development process.  
Planning in international business. | 4 | 2 | [2] | quiz, group discussion, case analysis |
| **Topic 6. Marketing in International Business.** | | | | | |
| 6 | Types of international marketing strategies.  
Benchmarking the competition.  
Prices policy.  
Environmental constrain of marketing mix. | 4 | 4 | [1-5] | quiz, group discussion, case analysis |
| **Topic 7. Global Production (Operations) and Supply Chain Management.** | | | | | |
| 7 | Options for operating internationally.  
Reasons for sourcing globally.  
Supply chain managing and networking.  
Global manufacturing systems.  
Global logistics. | 4 | 2 | [1-5] | quiz, group discussion, case analysis |
| **Topic 8. Trading Internationally: Export and Import Practices.** | | | | | |
| 8 | Export/Import contractual obligations.  
Methods of payment. Modes of transport.  
Export procedures. Import procedures.  
Export business plan. | 4 | 2 | [1-5] | quiz, group discussion, case analysis |
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<td>9   Importance of skill – building.</td>
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<td>Human resource management in international company.</td>
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<td>Recruitment issues for SME.</td>
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<td>10  International accounting. International finance management.</td>
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<td>Capital structure of international company.</td>
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<td>Foreign exchange risk management.</td>
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<td>Taxation in international business.</td>
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<td>11  Self-assessment techniques.</td>
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<td>Resources for personal carrier searching in international business.</td>
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<td>Competitive job searching in international business.</td>
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<td>Becoming expatriate issues.</td>
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<td><strong>Individual project presentations</strong></td>
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1. What is the role of the MNE’s in different political/economic systems?
2. Explain the political structure of the country of your choice. What type of economic system exists in this particular country?
3. How does the foreign influence short-term and long-term agreements?
4. Explain the main policies of currency exchange rate establishment implemented to regulate the main world currencies.
5. Explain the forecasting methods of currency rate fluctuations.
6. Explain the correlation between currency rates and business decision making.
7. Explain the main forms of regional economic integration.
8. Compare the different stages of integration process.
10. Analyze the goals of a MNE (of instructor’s choice).
11. What are the main problems related to the evaluation of MNE’s operations?
12. Determine the aspects of MNE’s most critical activities.
13. Illustrate how the interests of the local government and MNE’s might overlap.
14. Explain the positions of local governments and MNE’s in relation to intellectual property claims.
15. Explain the main aspect of global manufacturing.
16. What are the main differences of various sourcing options?
17. Explain the main aspects of export and import practices.
18. Explain how the company chooses its mode of operation on a global market.
19. Discuss the main forms of MNE’s successful operations management.
20. Explain international strategic planning.
21. Analyze the main variables a company needs to focus on in pursuit of an internationalization.
22. Identify pro’s and con’s of corporate level decision making for MNE.
23. Describe the alternative organizational structures of MNE’s.
24. Explain the market size evaluation approaches.
25. What should MNE’s consider to perform proper financial management and taxation.
RECOMMENDED COURSE READING

Main literature

Additional literature:
**Web-sources:**

<table>
<thead>
<tr>
<th>Name of the course, which is connected with this course</th>
<th>Competent department</th>
<th>Department proposals of changes in course program structure</th>
<th>Department decision (minutes, number and date)</th>
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<td>Strategic management</td>
<td>Department of Organization and Management</td>
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Changes in program
for 2017/2018 year

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<tr>
<th>№</th>
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<th>Reason</th>
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<td>No any of changes</td>
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Work program is reviewed and approved by Department____________________________ (minutes №__ from ______ 2017).

Head of Department

___________________________
Signature                      Name

Approved:
Director of Institute of Masters Programs:

___________________________
Signature                      Name                      Date