



Kampus  
Merdeka  
INDONESIA JAYA



PÉCSI TUDOMÁNYEGYETEM  
UNIVERSITY OF PÉCS

# INDONESIAN INTERNATIONAL STUDENT MOBILITY AWARDS 2022

## Course syllabus

<b>Title:</b>	<b>INTERNATIONAL BUSINESS</b>
<b>Credit points (ECTS):</b>	7
<b>Term:</b>	<b>Fall</b>
<b>Module leader:</b>	Dr. Viktória GERDESICS / Dr. János CSAPÓ
<b>Aims:</b> <p>This module has been designed for undergraduate students. The module introduces students to the important area of international business. The factors influencing the firm's decision as to the degree of internationalisation and the methods adopted are considered, as is the theoretical and institutional framework within which international business must operate. External challenges to the international firm are examined, such as those in the economic, political, cultural, ethical and legal fields or concerning ethics, responsible and sustainable work in international business and in intercultural business communication. Possible internal responses, solutions to these challenges are considered, including strategic, human relations, marketing, accounting, and logistical responses. The importance of multi-disciplinary perspective for purposes of analysis will be adopted throughout, as will the use of up-to-date case study and applied materials. Students should gain an appreciation for the complexity of the international environment facing businesses in the 21st century. Business principles learned in other modules are applied here, but from an international perspective.</p> <p>This module aims to:</p> <ul style="list-style-type: none"><li>Define the academic framework within which international business has developed, and distinguish between this type of business and globalisation.</li><li>Provide analytical tools for systematically dissecting the various motivations behind international business development.</li><li>Emphasise the various ways in which companies seek to gain competitive advantage at the international level.</li><li>Apply current research innovations to interpretations of international business strategies.</li></ul>	
<b>Learning outcomes:</b> <p>On completion of this module, the successful student will be able to:</p> <ol style="list-style-type: none"><li>1. explain the key theoretical concepts in international business and, in particular, the distinctive characteristics of managerial processes within the international business environment;</li><li>2. analyse how companies enter foreign markets and how they manage foreign operations in volatile environments;</li><li>3. . Assess issues in international trade, including the role of trading blocs such as the EU, and their effect on company strategy;</li><li>4. assess the impact of cultural differences and cross-cultural communication on global marketing and research and identify appropriate opportunities in given situations.</li></ol>	

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5. evaluate foreign investment decisions of international businesses in terms of aims, structure and options;
6. work in teams to apply theory to practical problems,.

**Syllabus:**

- Introduction - Globalisation
- Cross-cultural business
- Political economy and ethics
- Economic development of nations
- International trade theory, Political economy of trade
- Foreign direct investment
- Regional economic integration
- International strategy and organization
- Analysing international opportunities
- Selecting and managing entry modes
- Developing and marketing products
- Managing international operations
- Hiring and managing people

**Learning and teaching strategy:**

The module will be delivered through a continuous combination of lecture and seminartype work. The latter, as coursework, will comprise a combination of tasks, discussions and quick studies in the international business issues, developing example projects and discussing case study analysis for group work. The emphasis will be on assisting students to 'make sense' of the world of international business. Thus extensive use will be made of contemporary examples in order to ground student learning through the identification of topical and recognisable cases from practice. Consultative sessions prior to and following delivery of the group assessment will also feature the teaching programme.

**Core learning materials:**

Essential

Wild, J.J., Wild, K.L. (2016): International Business: The Challenges of Globalization Pearson Education

Recommended

Rugman, Alan M. and Simon Collinson (2012), International Business 6/e, Harlow: Pearson  
Useful websites: [www.worldbank.org](http://www.worldbank.org),  
[www.imf.org](http://www.imf.org),  
[www.wto.org](http://www.wto.org), [www.intracen.org](http://www.intracen.org),  
[www.unctad.org](http://www.unctad.org),  
[europa.eu](http://europa.eu), [www.economist.com](http://www.economist.com), [www.ft.com](http://www.ft.com),  
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