**Course descriptor**

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| Title of the course | **Introduction to International Business** | | |
| Title of the Academic Programme | Management | | |
| Type of the course | Required | | |
| Prerequisites | Economic theory | | |
| ECTS workload | 4 | | |
| Total indicative study hours | Directed Study | Self-directed study | Total |
| 54 | 98 | 152 |
| Course Overview | The Introduction to International Business course objectives are:   * Acquirement of core competencies in the sphere of International Business; * Acquirement of necessary theoretical base and practical skills in the sphere of International Business; * Students’ preparation for managerial, analytical, research and roles in companies and organizations. | | |
| Intended Learning Outcomes (ILO) | Upon completing this course, students should   * Have acquired the core competencies in the sphere of international business * Have acquired the necessary theoretical base and practical skills in the sphere of international business * Be prepared for managerial, analytical, research, and entrepreneurial roles in companies and organizations | | |
| Indicative Course Content | 1. Globalization and internationalization 2. International marketing 3. Sustainability, Corporate Social Responsibility and Cause Marketing 4. National Differences and Cross-cultural Management 5. International Organizations and the European Union 6. Risks of Internationalization 7. Basics of International Presence 8. International Monetary Agreements 9. International Factor Movement and Multinational Corporations 10. International Operations 11. International Companies. Benchmarks | | |
| Teaching and Learning Methods | Seminars, lectures | | |
| Indicative Assessment Methods and Strategy | The evaluation for the course will be based on participation and activity in class, interim assignments, and a final exam. | | |
| Readings / Indicative Learning Resources | Mandatory  Hill C. W., G.T. Hult (2017) *International Business: Competing in the Global Marketplace.* McGrew-Hill Eduction. 11-th Edition. 339.9 H66  Optional   1. Rugman, Alan M. (ed.) (2015) The Oxford Handbook of International Business (3 ed.) , Oxford University press. <http://proxylibrary.hse.ru:2344/view/10.1093/oxfordhb/9780199234257.001.0001/oxfordhb-9780199234257> 2. Francis, Ronald D., and Guy Murfey. Global Business Ethics: Responsible Decision Making in an International Context. Kogan Page. © 2016. Books24x7. <http://common.books24x7.com/toc.aspx?bookid=97528> 3. Schmid, Stefan (ed.) (2016) Internationalization of Business. Cases on Strategy Formulation and Implementation. Springer. 4. Crowther, David and Linne Lauesen (eds.) (2017) Handbook of Research Methods in Corporate Social Responsibility. Research Handbooks in Business and Management series. Edward Elgar Publishing. <https://proxylibrary.hse.ru:2397/view/edcoll/9781784710910/9781784710910.00002.xml> 5. Pearce, Robert. The Development of International Business. A Narrative of Theory and Practice. New Horizons in International Business series. Edward Elgar Publishing. <https://proxylibrary.hse.ru:2397/view/9781786439970/9781786439970.xml> 6. Bornstein, D. (2007) *How to Change the World: Social Entrepreneurs and the Power of New Ideas*, Oxford University Press. 7. Bradley, F. (2005), International Marketing Strategy, Pearson, Harlow. 8. Buzzell R.D., Gale B.T., Sultan G.M. (1975), Market Share, a Key to Profitability, Harvard Business Review, 53, 1, pp 97-106 9. De Burca et al. (2004), International Marketing, an SME perspective, Prentice Hall, Harlow. 10. Deresky, H. (2006), International Management, Managing across borders and cultures, (5th edition), Pearson, Upper Saddle River, NJ. 11. Ghauri, P., Cateora, P. (2006), International Marketing, McGraw Hill, Maidenhead 12. Ha-Joon Chang (2008) *The Bad Samaritans – The Myth of free trade and the secret history of capitalism*. Bloomsbury Press. 1385 Broadway, New York. 13. Hart, S. (2007) *Capitalism at the Crossroads: Aligning Business, Earth and Humanity*. Wharton Publishing. 14. Helgesen, Ø. (2006), Are Loyal Customers Profitable? Customer Satisfaction, Customer (Action) Loyalty and Customer Profitability at the Individual Level, Journal of Marketing Management, Vol. 22 Issue 3/4, 245-266 15. Ho, T. et al (2007) Discovering and Managing New Product Blockbusters: The Magic and Science of Prediction Markets. California management review. 16. Hollensen, S. (2007), Global marketing, A decision-Oriented Approach, Prentice Hall, Harlow. 17. Howard J., Sheth J. (1969) The Theory of Buyer Behavior. – NJ: John Wiley & Sons. 18. Lambin, J-J, Chumpitaz, R. and Schuiling, S. (2007) Market Driven Management: Strategic and Operational Marketing, Palgrave Macmillan. 19. Laslo, C. (2007) *Sustainable Value: How the World’s Leading Companies are Doing Well by Doing Good*. Stanford Business Books. 20. Levitt T. (1980), Marketing Success Through Differentiation – of anything, Harvard Business Review, 58, 1, pp 83-91 21. Levitt, T. (1983) The Globalization of markets. *Harvard Business Review.* 22. Lewin, A. et al (2008) *Thought Leadership in Advancing International Business Research.* Palgrave Macmillan. Houndmills, New York. 23. Lindström M., Underhill P. (2010) Buyology: Truth and Lies About Why We Buy. – Portland: Broadway Books. 24. Mittal B., Sheth J. ValueSpace (2001) Winning the Battle for Market Leadership : Lessons from the World's Most Admired Companies. – Blacklick : McGraw-Hill Professional. 25. Muhlbacher, H., Leihs, H., Dahringer, L. (2006), International Marketing, A Global perspective, Thomson, London. 26. Narver J.C., Slater S.F. (2000), The effect of a Market Orientation on Business Profitability, Journal of Business Research, 48, 69–73. 27. Ohmae, K. (2005) *The Next Global Stage: Challenges and Opportunities in Our Borderless World.* Wharton School Publishing. 28. Prahalad, C.K., (2009) *The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profit.* Wharton Publishing. 29. Salacuse J.W. (1999) “Intercultural Negotiation in International Business.” [*Group Decision and Negotiation*](https://link.springer.com/journal/10726)*.* Volume 8, [Issue 3](https://link.springer.com/journal/10726/8/3/page/1), pp 217–236. 30. Sawyer, W. C. (2008) *International Economics*. Prentice Hall, 3rd Edition. 31. Sheth J. (2011) Models of Buyer Behavior. – Decatur: Marketing Classics Press. 32. Sheth J., Parvatiyar A., Shainesh G. (2001) Customer Relationship Management. – New Delhi: Tata Mcgraw Hill Education. 33. Werbach, A. (2009) *Strategies for Sustainability: A Business Manifesto*. Harvard Business Publishing. | | |
| Course Instructor |  | | |