



# INTERNATIONAL BUSINESS

## General data

Course code:	B19B03E
ECTS credits:	7
Type of the course:	business core
Semester:	Fall, Semester 5
Course restrictions:	-
Course leader (with availabilities):	<b>Viktória Gerdesics Dr.</b> <a href="mailto:gerdesicsv@tkk.pte.hu">gerdesicsv@tkk.pte.hu</a> , +36 72 501-599/ 23343
Further lecturer(s) (with availabilities):	-

## 1. Description and aims

The course aims to introduce students to international business. The factors influencing the firm's decision as to the degree of internationalisation and the methods adopted are considered, as is the institutional framework within which international business must operate. External challenges to the international company are examined, such as those in the economic, political, cultural, ethical and legal fields or concerning ethics, responsible and sustainable business. Possible internal solutions to these challenges are considered, including strategic, human relations, marketing 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 studies and applied materials, including the newest research results. Students should gain an appreciation for the complexity of the international environment facing businesses in the 21st century.

## 2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

1. Explain the key theoretical concepts in international business and, in particular, the distinctive characteristics of managerial processes within the international business environment (*PILO1, PILO2*);
2. Analyse how companies enter foreign markets and how they manage foreign operations in volatile environments (*PILO3*);
3. Assess issues in international trade, including the role of trading blocs such as the EU, and their effect on company strategy (*PILO1, PILO3*);
4. Assess the impact of cultural differences and cross-cultural communication on global marketing and research and identify appropriate opportunities in given situations (*PILO3, PILO4*).
5. Evaluate foreign investment decisions of international businesses in terms of aims, structure and options (*PILO3*);
6. Work in teams to apply theory to practical problems (*PILO5, PILO6, PILO7, PILO8*) and to possibly model an international company's business environment.

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)



### 3. Content, schedule

1. Introduction
2. What is International Business?
3. Environment of International Business
4. Organisational participants
5. Ethics and social responsibility
6. Emerging markets
7. Planning and strategy
8. Entry modes
9. International Marketing
10. International Marketing
11. Global Ethics Project (GEP) presentations
12. Global Ethics Project (GEP) presentations

### 4. Learning and teaching strategy, methodology

*Principal teaching methodologies:* lecture and seminar, including continuous interactive discurs, in-class discussions, quick studies, example-searching and case-study-analysis, elaborated in teamwork

The course will be delivered through a continuous combination of lecture and seminar-type work (CILO1-5) in form of an interactive lecture and topic-specialised seminar both with continuous in-class discussion, quick studies, example-searching and case-study-analysis. The seminar-type work of the course provides the platform for the coursework, students working in teams, due to which they can model an international company's environment (CILO6) – thus this course uses the method of teamwork for special purposes. On the other hand, 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 (CILO6) – necessarily using online sources for the work. Consultative sessions prior to and following delivery of the group assessment (appropriate and continuous feedback) will also feature the teaching programme. Additional international experience is gained by students through a joint teamwork, called Global Ethics Project (GEP). The GEP is an obligatory element of the course, and for those teams who take up the opportunity to join Ohio University's students in completion (as a joint project), gives 2 CIX (Compulsory International Experience) points.

### 5. Assessment

*Formative assessment elements:*

Continuous feedback on coursework (during the work and after assessment as well), supporting the student to understand the method of applying theory in practice, and getting to know the problematic areas of knowledge (also showing the lecturer the problematic areas). Interactive classes immediately provide the opportunity to help understanding of the lecture but questions or need of clarifying some topics are free any time in the classroom or in the office hours of the faculty.



Summative assessment elements:

Individual Assessment		60%	Group Assessment		40%	
Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Exam	60%	exam (individual, written)	Final exam will consist of shorter- and longer-type essay questions (40%), and true-false, multiple choice questions (20%) covering the learning materials. It can be resat during the exam period.	according to the regulations	yes	CILO1-5
Coursework	15%	coursework (teamwork, oral and/or written)	Each student should participate in continuous coursework. During the classes several tasks will be published by the professor connected to the given week's learning material and the students will be involved in group discussions, and/or asked to submit a written material as a result (presentation, essay or draft). The coursework aims to help the practical application of the theoretical content, and to model the type of work in an international company.	In case the student misses the class, there is an opportunity to resit the given task by writing it individually and submitting it until the next week's class via email.	yes	CILO2-6
	25%	Global Ethics Project (GEP)	Students are continuously working in international teams on a global ethical problem. Instructions and documentation are provided in separate files. (optional joint project with Ohio University students)	This is a special type of teamwork. The work of the team is lead by a team leader, retake is also managed by him/her supported by the continuous consultation with the professor.		

\* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

### Guidelines of using AI in the assessment elements of the course (according to the UPFBE AI policy 5.1):

Position 2: Limited authorized use of AI (e.g., research assistance or specific tools and service providers). This means that generative AI tools can be used in specific ways for assessments. The specification of the tools and the assessment elements where AI tools can or can not be used:

- exam: AI tools are NOT ALLOWED to be used
- coursework: AI tools are NOT ALLOWED to be used
- Global Ethics Project (GEP): AI tools ARE ALLOWED to be used, with critical application and taking the responsibility for the output submitted by the student



## 6. Learning materials

- Essential

Wild, J. J., Wild, K. L. (2024): *International Business: The Challenges of Globalization*, 10<sup>th</sup> edition, Pearson

- Recommended

Cavusgil, S.T., Knight, G., Riesenberger, J. R. (2020): *International Business: The New Realities*, 5<sup>th</sup> edition, Pearson

Collinson. S., Narula, R., Rugman, A. M. (2020): *International Business* 8<sup>th</sup> edition, Pearson

Browaays, M-J. (2019): *Understanding Cross-Cultural Management*, 4<sup>th</sup> edition, Pearson

Gerdesics, V., Putzer, P., Orosdy, B. (2016): The Croatian country image in Hungary: how tourism-related SMEs should exploit potentials lying in the neighbourhood. n: Mašek, Tonković Anka (eds.) 5th International Scientific Symposium "Economy of Eastern Croatia - Vision and Growth" Osijek, Horvátország : Ekonomski fakultet u Osijeku (2016) pp. 616-623. , 8 p.

Gerdesics, V. (2013): Welcome to the European Union - Croatian Country Image in Hungary. In: Bacher, U; Barkovic, D; Dernoscheg, KH; Lamza, Maronic M; Matic, B; Pap, N; Runzheimer, B (eds.) International Conference Interdisciplinary Management Research IX Osijek, Horvátország : Josip Juraj Strossmayer University of Osijek, Faculty of Economics (2013) pp. 357-367. , 11 p.

## 7. Further information

<p><b>International</b> aspects embedded with the course</p> <p>Due to the nature of the course, international aspects are all the topics, using:</p> <ul style="list-style-type: none"> <li>• theoretical models</li> <li>• case studies and case examples with international aspects, on international issues and international companies</li> <li>• guest lectures from international faculty and/or professionals with international experience</li> <li>• a project (Global Ethics Project, GEP) lying on international aspects, possibly with Ohio University students (joint project) providing additional international experience (CIX points).</li> </ul>
<p><b>Ethics, Responsibility &amp; Sustainability (ERS)</b> aspects embedded with the course</p> <p>Dedicated topics and lectures highlight the ethics, responsible and sustainable business in international terms via</p> <ul style="list-style-type: none"> <li>• theory</li> <li>• case studies and case examples</li> <li>• lecture topics on ERS</li> <li>• a Global Ethics Project (GEP) through which students with different nationalities and cultures can meet each other's different aspects about ethical questions appearing in international business life.</li> </ul>
<p><b>Connections to the world of practice</b> of the course</p> <p>As the course highly concentrates on the connection of theory and practice, practical concerns are continuously embedded in the learning material by</p> <ul style="list-style-type: none"> <li>• case studies and case examples coming from real companies, and/or</li> <li>• participation of practitioners having international business experience on classes.</li> </ul>