



INTERNATIONAL BUSINESS BIP 1018

5 ECTS

COURSE DESCRIPTION

This course covers a wide scope of issues relating to conducting business in different international arenas. The course includes topics such as business environments, global public relations strategies, organizational behaviour, international human resources, ethics, social responsibility, law, and information technology.

The nature and economic role of multinational corporation, including the impact of legal, political, educational and cultural variables, are examined for their influence upon business performance and managerial activity.

International business provides students with skills to identify international opportunities/threats and analyse their impacts, as well as with knowledge on how to formulate appropriate strategies and implement applicable action plans to achieve company goals. The course will help students understand today's competitive global environments, marketing, finance, and policy. The course examines legal, logistical, organizational and cultural issues.

OBJECTIVES

Upon the completion of this course, the students are expected to have a good understanding of international business environments and practices. The specific objectives of the course are:

- Analysing the role and impact of international businesses on national economic development
- Explaining how the economic, political/legal and financial environments affect international business operations
- Discussing how cultural and behavioural differences influence countries' business practices and how these differences can be addressed using appropriate strategies
- Discussing international trade theory and how government and business decisions influence international trade
- Assessing the effects of current regional trade agreements and economic integration on developing countries.

TEACHING METHODS

The course includes lectures, assignments, case studies, final project, and final exam.

ASSESSMENT METHODS

Assignments and discussion **30%**
Middle Semester Test **30%**
Final Semester Test **40%**



Classroom participation will also affect the grade.

REFERENCES

1. Ball, Geringer, Minor, and McNett (2014), International Business, 12Ed, McGraw Hill Education Asia.

LECTURERS

1. I Gst Bagus Honor Satrya, B.bus.Com., MIB
2. Dr. Ni Putu Sri HartaMimba

LECTURE TOPICS

Week	Topics
1	Introduction to International Business and Environment
2	Globalization and Business Today
3	International Trade and Foreign Direct Investment
4	Trade Theories and International Investment
5	Sociocultural Aspects in International Business
6	"EP-SA-ES" Principles in International Business
7	Economic and Political Aspects in International Business
8	Middle Test
9	Intellectual Property Rights in International Business
10	International Investment Portfolio Management
11	International Human Resources
12	International Marketing
13	International Accounting and Auditing
14	Final Project Presentation*
15	Final Project Presentation*
16	Final Test

* Final project is a group work. Each group will have to prepare a concise report about international business practices in Indonesia and present it in the class on week 13 and 14. Detail of report contents will be advised later.



WORKLOAD

INTERNATIONAL BUSINESS (BIP1018)

16 weeks

		Weeks per semester																TOTAL hrs	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
INDEPENDENT WORK	Homework, assignments		2	2	2	2	2	2		2	2	2	2	2	2	2		26	
	Workshops				4													4	
	Exam preparation							5								5		10	
	Company visits, excursions										4							4	
	Preparation for presentations and papers			2						2								4	
	Preparation for class		2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	28	
	Follow-up for class	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	15	
	Final essay paper																10	10	
	Course evaluation																	2	2
	Workshop and Excursion Paper					2						2							4
																		107	
HRS OF EXAMS																		4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	28	
		TOTAL WORKLOAD PER COURSE (HOURS)																139	
		TOTAL ECTS																5	

Udayana University reserves the right for changes.
The syllabus is introductory and the latest version will be distributed in the beginning of the lectures.
Holiday schedules may vary depending on the public holidays.