

<p><b>Module title, ECTS credits</b></p> <p><i>International Business</i></p> <p>5 ECTS</p>
<p><b>Location</b></p> <p><i>6th semester, spring term</i></p> <p><i>Elective course</i></p> <p><i>Study board for Business Administration</i></p>
<p><b>Module coordinator</b></p> <p>Professor Marin Alexandrov Marinov; <a href="mailto:marinov@business.aau.dk">marinov@business.aau.dk</a></p> <p>Professor Svetla Trifonova Marinova; <a href="mailto:svetla@business.aau.dk">svetla@business.aau.dk</a></p>
<p><b>Type and language</b></p> <p><i>Study subject module</i></p> <p><i>Language: English</i></p>
<p><b>Objectives</b></p> <p>Building on the above, this course seeks to provide students with the following knowledge and competencies:</p> <ol style="list-style-type: none"> <li>1. Knowledge about the nature of international business and a foundation understanding of the importance of the political and legal environments and international business theories.</li> <li>2. Competencies to understand and critically evaluate internationalization opportunities for firms and firm's abilities to implement specific internationalization market entry modes.</li> </ol>
<p><b>Academic content and conjunction with other modules/semesters</b></p> <p>International business combines the science and the art of business with many other disciplines, such as economics, anthropology, geography, history, culture studies, jurisprudence, statistics and demography. International business is important and necessary because economic isolationism has become impossible. Successful participation in international business, however, holds the promise of improved quality of life and a better society, even leading, some believe, to a more peaceful world. On an individual level, most students are likely to become involved with international business enterprises during their careers. Manufacturing firms, as well as service companies such as banks, insurance or consulting firms are going global. Start-up firms can challenge the existing, long-dominant, large competition. Speed, creativity and innovation have often become more important to international success than size. Understanding international business is therefore crucial in preparing for the opportunities, challenges and requirements of a future career. International business offers companies new markets. Since the 1950s, the growth of international trade and investment has been substantially larger than the growth of domestic economies. International business causes the flow of ideas, services and capital across the world. Both as an opportunity and a challenge, international business is of vital concern to countries, companies and individuals.</p> <p><b>Course Overview</b></p> <p>To date, almost all businesses are affected by internationalization to a varied degree. The course explores the pros and cons of globalization and fully addresses the complexities of the issues surrounding it. It also</p>

covers the migration of manufacturing from developed nations to developing countries, discusses the highly charged issue of international sweatshops for the sake of low prices and also reflects some of the political divisiveness that affects trade issues. The course covers key theories of trade and investment and provides a directed path through centuries of thought on why and how trade and investment across borders occurs. Based on ten two-hour sessions that are oriented towards theories of international business, practical perspectives and case studies, students will be acquainted to relevant aspects of international business.

### **Scope and expected performance**

A series of ten two-hour sessions combining lectures, case study analysis and a guest lecture. The case study analyses are included to prepare the students for the final exam. Students will work on case studies addressing specific questions with the support of the lecturer.

### **Participants**

Bachelor students (EBA and HA program + top up students + HA-jur.)

### **Module activities (course sessions etc.)**

#### **Session Plan (the order of the sessions is tentative until confirmed)**

#### **SESSIONS 1 and 2**

Introduction to International Business and Theories of International Trade

Case Study Analysis

#### **Readings:**

CHAPTER 1

CHAPTER 2

#### **SESSIONS 3 and 4**

Theories of International Investment

Case Study Analysis

#### **Readings:**

CHAPTER 2

Johanson and Vahlne (2009) The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership, *Journal of International Business Studies* 40, 1411–1431

#### **SESSIONS 5 and 6**

Institutions and International Business, Political and Legal Environment

Case Study Analysis

#### **Readings:**

CHAPTER 4

#### **SESSIONS 7 and 8**

International Business Strategy

Case Study Analysis

**Readings:**

CHAPTER 8

CHAPTER 9

**SESSION 9 and 10**

The Challenges of Emerging Economies

Case Study Analysis

**Readings:**

CHAPTER 7

Students need to secure access to or buy the textbook only. All other materials will be provided by the lecturers.

**Textbook**

Czinkota, M., Ronkainen, I., Moffet, M., Marinova, S. and M. Marinov (2009) International Business: European Edition, John Wiley & Sons.

**Examination**

A 24-hour examination, including two essay type questions and questions to a case study situation. Students can use all available materials. Each student should submit an 8-page, 2400 strokes per page, in total exam script with answers to all questions. Each question answer contributes equally to the final grade.