



APPLIES TO ACADEMIC YEAR 2011/2012

## **BST 2411 International Business**

### **Programme**

Bachelor in Business Administration (3. year), Bachelor in Marketing (3. year), Elective

### **Responsible for the course**

Tor Grenness, Jon Erland Lervik

### **Department**

Department of Communication - Culture and Languages

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

English

### **Introduction**

The manager is the central focus in this course. The course addresses critical macro level factors in the environment and meso level factors in the organization that are fundamental for a manager to be competent in international business. This course will give students knowledge of the institutional, organizational and interpersonal factors and challenges that are critical to successful international business.

The course begins with an overview of the global business environment and introduces the international organization and key decisions managers have to face when going international. Strategy and structure of the international business organization will be examined. The international trade and investment environment for these organizations is explored and the global monetary system introduced.

The environmental and organizational context will provide the backdrop for an in-depth analysis of culture and management. Special focus will be placed on the concepts of global leadership and international human resource management. In the final section of the course, students will have the opportunity to develop their skills sets based on their knowledge of culture and management to be effective negotiators. The course is built on a research-based foundation, and uses practical cases where either a marketing or an economic perspective can be used to solve the cases (drawing on the students' different backgrounds).

### **Learning outcome**

The overall objective of this specialization is to provide students with knowledge of the international business environment and how to manage international and global companies, and culturally diverse employees.

### **Acquired knowledge**

After having completed the course, students should have acquired knowledge of central factors in international business - both on the macro-, meso-, and micro level. In particular they should have knowledge of international trade theory, the political economy of international trade, the international monetary system, the strategy and structure of international business as well as culture's consequences for leadership, HRM and negotiations.

### **Acquired skills**

The students will be able to apply core models and concepts to practical situations. They should develop skills in managing a diverse workforce as well as negotiating across cultures.

### **Reflections**

The students should be able to reflect on the meaning of culture and culture's impact on people's expectations and perceptions of management. They should be able to reflect on the effects of globalization (negative as well as positive) and to see how a changing world impacts business both at the macro and the micro levels.

### **Prerequisites**

Students need to have completed the first 2 years of a Bachelor program including Statistics MET 3431 or MET 2920.

### **Compulsory reading**

**Books:**

French, Ray. 2010. Cross-cultural management in work organisations. 2nd ed. CIPD. chap 2,3,4,6,7,9,10

Hill, Charles W.L.. 2011. International business : competing in the global marketplace. 8th ed. McGraw-Hill/Irwin. Selected chapters

**Collection of articles:**

Grenness, Tor. 2011. Collection of Articles in Cross-cultural/Comparative Management. BI. 130

**Recommended reading****Books:**

Schramm-Nielsen, Jette, Peter Lawrence, Karl-Henrik Sivesind. 2004. Management in Scandinavia : culture, context and change. Edward Elgar

**Course outline**

- The course covers the following topics:
- Globalization, the international firm and investment decisions
- The international financial and economic area
- Comparative management
- International HRM and international negotiations

**Computer-based tools**

No particular computer-based tools are used in the course.

**Learning process and workload**

The course consists of 72 teaching hours. The course mixes lectures, group work and student presentations. The course will be module based and it will have 6 modules, each covering two days.

Module 1) Globalization and it's consequences for international business

Module 2) Cultural and political differences and regional integration. International strategies (FDI strategies)

Module 3) International trade and investments. The international money system

Module 4) Culture and management

Module 5) Scandinavian management

Module 6) International HRM and International negotiations

Recommended use of hours for the students will be:

Activity	Use of hours
Participation in lectures	72
Preparation for lectures	120
Working on presentations	30
Preparing for and writing two mandatory essays	173
Examination	5
<b>Total recommended use of hours</b>	<b>400</b>

**Use of hours**

Recommended use of hours is:

72 hours of lectures

18 resource hours: supervision of groups

90 hours in all

**Examination**

The grading of the course is based on:

1) Mandatory submission of two essays and one oral presentation during the course, which is evaluated on a pass/fail basis.

2) A 5-hour written examination, an open book examination, which accounts for 100 % of the final grade.

Students have to pass all four elements in order to pass the course.

**Examination code(s)**

BST 24111 Process evaluation, must be passed to obtain a finale grade in BST 2411

International Business 15 credits

BST 24112Written examination counts 100 % towards the grade in BST 2411 International Business 15 credits.

**Examination support materials**

All support materials plus the calculator TEXAS INSTRUMENTS BA II Plus™ are allowed.

**Re-sit examination**

A re-sit examination will be held in connection with the next ordinary examination in this course

**Additional information**