

# Course description

Winter & Summer Schools

## GENERAL DATA

Course Unit Title	Introduction to International Business		
Module			
Course Unit Code	IFLV6535	Type of Course Unit	ILV
Level of Course Unit	Bachelor	Year of Study	1
Semester	Spring 2025	ECTS Credits allocated	3

## SPECIAL INFORMATION

Name of Lecturer	Prof. Jeffrey Johnson, Ph.D., CGBP
Objective of the Course (Learning Outcomes)	<p>This course aims to form students' knowledge in the area of International Business. Specifically, students will develop capabilities to identify, frame and understand problems related to the management of international operations. Throughout the course issues are discussed in both theoretical and practical terms to stimulate students to relate models and concepts with practical situations.</p> <p>By the end of the course the students will be able to:</p> <ul style="list-style-type: none"><li>• discuss implications of globalization and cultural differences</li><li>• understand the implications of operating across national borders</li><li>• compare different internationalization processes</li><li>• describe how firms operate in different markets</li><li>• analyze different international strategies, organizations and control models</li><li>• describe the specificity of different functions and units within the international firm</li><li>• understand the basis for the competitive advantage of international firms</li></ul>
Course Contents	<p>Today firms are increasingly facing challenging tasks at international level: On one side the environment is increasingly globalized, following the disintegration of regional markets, the expansion of international trade and the internet, and on the other firms keep growing in their geographical and business scope fueling competition. Therefore, the international manager is required to be flexible, to have a broad understanding of what is changing in the environment and within the firm, to develop always new abilities and to fit into new roles. This course deals specifically with the following topics:</p> <ul style="list-style-type: none"><li>• Globalization &amp; Regionalization</li><li>• Cultural differences</li><li>• Internationalization process</li><li>• Market entry decisions</li><li>• Organizational structures</li><li>• International strategies</li><li>• Control of foreign operations</li><li>• International HRM</li><li>• Transnational knowledge and innovation management</li><li>• Headquarters and subsidiaries' roles</li></ul>
Recommended Reading	

	A series of case studies will be provided at the course start.
<b>Additional Literature</b>	Hill, C.W. Global Business Today, 11th Ed. Irwin, New York, UK: McGraw-Hill (Chapters 1-2-4-8-12-13). Other editions of this book are also fine; just verify the correspondence between the chapters in the different editions.
<b>Planned Learning Activities and Teaching Methods</b>	The course comprises an interactive mix of lectures, discussions and group work.  Lectures, group work, assignments, presentations /case study discussion.
<b>Assessment Methods and Criteria</b>	Course assessed through presentations and assignments