

**SRH Hochschule Heidelberg / General Education Courses**

**Module: Current topics of International Business I + II**

5- Week block	Frequency	Pre-requisites	Exam / Assessment	ECTS	Student Workload
Two five week blocks	Annually	None	Presentation (100%)	8 + 8 = 16 ECTS	Lectures 80 hours for each module and Self-study 120 hours Total of 200 hours

**Learning Outcomes**

Having completed Current Topics in Business student's knowledge of business tools will be expanded and enhance their capability of implementing them to a number of topics / challenges that apply to the current international business environment. Students will be able to analyze the arguments or major conflicts surrounding an issue, including current affairs relating to the subject, and will be enabled to apply their knowledge and research to real problems and to communicate their conclusions in a professional environment.

**Course Structure**

These courses are "stand alone" and can be taken individually or consecutively.

Either a real world challenge, or conceived, will be introduced and teams of students will develop solutions. A case study approach will be used to explore the major current issues in international business and bring together the general concepts and ethical dimensions. Each team will discuss and present business options available to circumnavigate the issues relating to the current event.

The teams will choose a topic of interest to them and can include but not limited to:

Impact of Brexit on EU international trade and investment

The future of global governance for corporations

Debate on Free Trade Versus Fair Trade in the 21<sup>st</sup> century

Managing political risk on international business by multinational enterprises

An evaluation of IMF - World Bank

Changing pattern of international production

Cross-border mergers and acquisitions

Debate on offshoring

American emerging new trade policy on bilateralism and its impact on free trade and international trade as well as investment

Volkswagen deception/software manipulation re CO2 emissions and its impact on the industry globally

Does Geography matter in international trade and investment?

Effects of religion on economic growth and international trade

Effects of location and culture on innovation

Impact of internet on international trade and investment

Network and virtual forms of organization within contemporary global economy

Pros and Cons of outsourcing innovation

Porter's national Competitive Advantage Theory and its implication for development in developing countries

Debate on Child labour in developing countries and business practices of MNCs

Workplace trends and organizational forms

Issues and challenges of international project management

Income and purchasing power parity around the globe

CSR and international development

Global e-marketing

The future of International business

Effective International business structure as a competitive strategy

Debate on Supply chain complexity and labor exploitation

Building and leading a strong team \*Developing a winning culture \*How social media is changing marketing in the today's digital age \*The minimum wage debate \*Effect of the smoking ban \*Current trends in website design and applications \*The Connected Manager \*Workplace Bullying \*Women & Work / Business case for Diversity and true Inclusion, gender parity \*CrossWork-Life Balance \*The Change Challenge / Working Agile - embracing change and adapting effectively \*Employee engagement \*Encouraging leadership over management \*Transparency and Governance,

The course will include group activities, discussions, and lectures.

#### **Proposed topics of International Business I and 11**

Fundamental concepts and approaches to international business economics,

International Economic, International Political/Legal and Trading Systems

Global cultures and institutional framework of international trade and investment; Aspects of selected managerial functions within the international environment;

The context of global business;

Globalization: Yesterday-Today-Tomorrow;

The Globalization of Industries and Firms; How to Enter Foreign Markets: Foreign Market Selection;

How to Enter Foreign Markets: Entry Mode Choices and Other Considerations;

How to Compete in Foreign Markets; How to Grow in Foreign Markets;

Organizational Design for Global Operations: Organizational Structures

Organization Design for Global Operations: Control Systems

Global Learning, Capability Building, and the MNE, Innovation and the MNE;

*OECD Guidelines for Multinational Enterprises*

**Note:** In an attempt to improve students' ongoing learning outcome throughout the semester, the professor reserves the right to edit or delete some aspects of the proposed topics so as to optimize learning outcomes.

#### **Key Words**

International business, challenges, business tools, business environment, ethical dimensions, current affairs,

#### **Literature**

##### **Recommended Literature:**

Helen Deresky (2008) International Management Pearson, USA

Hill, C.W.L. (2014). International Business: Competing in the Global Marketplace (8th Edition) McGraw-Hill, New York

Baden-Fuller C. & Pitt M. (2006). Strategic Innovation: An International Casebook on Strategic Management, Thomson-Learnig, USA

Fisher, G., Hughes, R. Griffin, R. & Pustay M. (2006). International Business; Managing in the Asia pacific, Pearson, (3<sup>rd</sup> Edition) Australia

The Oxford Handbook of International Business (2009) by Rugman, Alan M. & Brewer T.L. (edition) Oxford Press, UK

Michael E. Porter, "The five competitive forces that shape strategy," Harvard Business Review, January 2008

Saeed, J. (2012). Contemporary Corporate Strategy: Global Perspectives, Routledge Publishing (Francis Taylor Group of Publishing) – UK, USA and Canada.

Saeed, J. (2014). China and the Global Economy in the 21st Century, Routledge -Taylor and Francis Group of Publishing, New York - USA and London - UK and Toronto- Canada <http://www.alibris.com/search/books/author/John-Saeed>

Saeed, J. (2007). Managing Organizations in a Global Economy: An Intercultural Perspective, South Western - CENGAGE, USA

Jain, Vinod K. Global Strategy: Competing in the Connected Economy. Routledge (July 27, 2016)