

# **Syllabus for course INTERNATIONAL BUSINESS**

<b>Course code:</b>	2IBQ22
<b>Course title:</b>	International Business
<b>Number of ECTS credits allocated:</b>	6 (1 ECTS credit = 26 hours of workload)
<b>Mode of delivery:</b>	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
<b>Mode of completion:</b>	graded course
<b>Name of lecturer(s):</b>	Mgr. Kateryna Shymanska, Ph.D. (supervisor)
<b>Prerequisites and co-requisites:</b>	none

## **Aims of the course:**

The aim of this course is to provide students with a comprehensive understanding of the theoretical foundations, strategic approaches, and ethical considerations in international business. The course will explore the key factors influencing international trade and business activities, analyze market entry strategies, examine the global business environment through conducting PESTEL analysis, and highlight the importance of ethical practices and sustainability in global operations.

## **Learning outcomes and competences:**

Upon successful completion of this course, students will be able to:

- explain key concepts of globalization, international trade, and the factors shaping global business activities and trends;
- apply PESTEL analysis to global markets, particularly critically evaluate the political, economic, sociocultural, technological, ecological, and legal environments that affect business decisions in international markets;
- analyze various entry modes into foreign markets, including types of trade transactions, and recommend appropriate strategies based on market conditions and business objectives;
- develop and assess strategies for global expansion, focusing on balancing profitability, cost pressures, and sustainable growth in different market contexts;
- recognize ethical dilemmas, assess fair trade practices, and evaluate the impact of CSR and ESG considerations on international business operations.

## **Course contents:**

### **Theoretical basis of international business and factors that affect it (allowance 2/2)**

- a) Globalization and International Business
- b) International Trade Landscape
- c) Current trends in international business

**PESTEL analysis** (allowance 12/12)

- a. Political environment
- b. Economic environment
- c. Sociocultural environment
- d. Technological environment
- e. Ecological environment
- f. Legal environment

**Ethical dimension of international business**

(allowance 4/4)

- a. Ethical issues in international business, ethical dilemmas and unethical behavior
- b. Fair trade practices
- c. CSR and ESG issues  
Managerial implications

**Strategy in international business** (allowance 4/4)

- a. Strategies in international business
- b. Global expansion, profitability and pressure on costs and their reduction
- c. Choice of strategy

**Entry into foreign markets** (allowance 4/4)

- a. Entry decisions and selection of new markets
- b. Modes of entry and its choice

**Learning activities, teaching methods and workload (hours):**

Type of teaching method	Daily attendance
Participation in lectures	26 h
Preparation for lectures	13 h
Attendance at seminars/workshops/tutorials	26 h
Preparation for seminars/workshops/tutorials	13 h
Preparation of presentation	32 h
Preparation for mid-term test(s)	12 h
Preparation for final test	34 h
<b>Total</b>	<b>156 h</b>

**Assessment methods and criteria:**

Requirement type	Daily attendance
Presence + Active lecture/seminar/workshop/tutorial participation	30 %
Presentation	30 %
Mid-term test(s)	10 %
Final test	30 %

<b>Total</b>	<b>100 %</b>
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**Assessment:**

Graded courses	
1=A	Excellent (90 - 100%)
2=B	Very good (75 - 89%)
3=C	Good (60 - 74%)
4=F	Insufficient (0 - 59%)

**Reading:**

Type	Author	Title	Published in	Publisher	Year	ISBN
RQ	HILL, C W L. -- HULT, G T M.	Global business today	New York	McGraw-Hill Education	2020	978-1-260-56581-2

RQ      required  
RE      recommended