

Educational institution «Belarus State Economic University»

APPROVED

First Vice-Rector
of the Educational Institution
«Belarus State Economic university»
_____ Kireeva E.
«____» _____ 2022
Record No. UD – _____ / account.

MANAGEMENT IN INTERNATIONAL BUSINESS

The curriculum of the Higher Educational Institution
in the academic discipline for the specialty
1-25 01 03 «World Economy»

The curriculum is based on the curriculum 1-25 01 03 «World Economy» registration number 21ИДА-132 from 02.09.2021

COMPILERS:

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RECOMMENDED FOR APPROVAL:

Department of International Business of the Educational Institution «Belarus State Economic University»

(Protocol № 10 from 21.04.2022)

Scientific and Methodological Council of the educational institution «Belarus State Economic University»

(Protocol № 5 from 20.05 2022)

EXPLANATORY NOTE

The curriculum for the academic discipline «Management in International Business» was developed in accordance with the educational standards of higher education in the specialty 1–25 01 03 «World Economy» (without profilization).

The purpose and objectives of teaching and learning the discipline

The purpose of the discipline is to give an idea of international business, to give students knowledge about the theory and practice of international business, transactions, The aims of the discipline are:

- to provide students with the the basic principles, methods and techniques of foreign economic activity;
- to give students understanding the theory and practice of international commercial transactions, their terms and conditions;
- to provide knowledge of advanced concepts, methods and peculiarities of enterprise foreign economic activity management, existing in countries with developed economies;
- to teach how to plan, calculate the efficiency and conduct export, import and other trade and intermediary operations in foreign economic activity;
- to provide knowledge and skills on effective organisation and management of the external economic department or sector of the enterprise activity;
- to train specialists capable of in–depth analysis of economic processes and trends in foreign markets.

As a result of the discipline the student shall:

Know:

- methods for regulating international trade and economic relations, international pricing;
- the basics of international law and national business legislation;
- how to analyse the state of the foreign target market and assess the competitive advantages of an enterprise on it;

Be able to:

- identify economic and political factors which influence the activity of business entities in the Republic of Belarus and in foreign markets;
- master the processes of comprehensive organization and management in firms;
- analyze the company's foreign trade activities in terms of their efficiency;
- calculate retail prices for imported goods;
- determine the prices of goods according to the basic conditions of supply;
- forecast and choose the directions of work on foreign markets.

Possess:

- practical skills for implementing exporter and importer actions in specific situations;

- have an understanding of the structure and functioning of the external economic complex

As a result of studying the discipline, the student must possess the following competencies:

SC–3 Use the mechanism for the implementation of foreign trade operations, methods of regulating foreign economic activity for the formation of practical skills for the development of new segments of foreign markets, taking into account the changing market conditions

UC–6 Show initiative and adapt to changes in professional activity

The discipline «Management in International Business» is closely related to such disciplines as «International Management», «International Business and Investment», «International Trade and Foreign Markets», «International Business Transactions and Logistics Operations», etc.

According to the curriculum for the specialty 1–25 01 03 «World Economy» (without profilization), the curriculum is designed for 120 hours, class hours – 52, including 26 lecture and 26 seminar hours.

The form of current control is test full–time equation is credit (the 5th term).

COURSE CONTENT

Part 1. Background of International Business

1. The main goals and objectives of the discipline «Management in International Business».
2. The key concepts in international business. The need to apply social science disciplines to understand how international and domestic business differ.
3. Identifying major participants in international business.
4. The different ways a company can accomplish its global objectives.

Part 2. Theories and Trends in the International Trade

2.1 Basic Concepts of Management in International Business

1. Globalization, innovation, and sustainability: challenges to management.
2. Impact of globalization. Global issue: regional trade associations; the effects of pressure groups on trade policies; the major characteristics and challenges of the World Trade Organization. The pros and cons of global bilateral, and regional integration
3. Impact of innovation. Impact of sustainability.

2.2 The Changing Face of International Business in the Information Age

1. The first three industrial revolutions. Definitions of the fourth industrial revolution. Classifying firms in the fourth industrial revolution.
2. International production and the digital economy.
3. International business and strategy research on “new” information and communication technologies.

2.3 Management View of International Business

1. Major elements of managing international business operations.
2. Methodology for choosing conditions for entering the sphere of foreign economic activity.
3. Adaptation of a foreign firm to the conditions of activity in the host country.

Part 3. The Environment of International Business

3.1 The Cultural Environments of International Business

1. The importance of culture for managing and marketing in overseas markets. Dealing with cultural differences. Culture and cross-cultural risk.
2. Ethnocentric mentality. Polycentric mentality. Geocentric mentality.
3. Behavioral practices affecting business.

3.2 The Political and Legal Systems in International Business

1. Political ideology and political risks.

2. The legal environment. Legal systems
3. Intellectual property protections.
4. Legal issues in international business.

3.3 The Economic Environment

1. Types of economic systems.
2. Assessing economic development, performance, and potential.
3. The relationship between business and government.

3.4 Ethical behavior of enterprises and corporate responsibility in international business

1. Ethical Behavior and its importance in international business.
2. Ethical challenges in international business.
3. Corporate social responsibility.

Part 4. Global Business Strategy and Organization

4.1 Management of the strategic decision-making process: conceptual framework

1. Economic approach to strategic decisions
2. Strategies for overcoming the global recession in emerging markets.
3. Alternative strategies for global operations of business.
4. Development of international distribution and development of international pricing policy.

4.2 Types of marketing strategies

1. Development of an international product range.
2. Development of a complex of international promotions.
3. Decision-making on standardization and adaptation
4. Development of an international customer service complex.

Part 5. Management in International Business

5.1 Export-import activity of enterprises as the basis of international transactions

1. Understanding exporting as a foreign market entry strategy. Managing export–import transactions.
2. Identifying and working with foreign intermediaries. Foreign distributor, manufacturer’s representative, trading company, export management company (EMC).
3. Finding foreign intermediaries. Working with foreign intermediaries.

5.2 Foreign Direct Investing (FDI) and Collaborative Ventures

1. International investment and Collaboration. Most active firms in FDI. Service firms and FDI. Leading destinations for FDI. Factors to consider in choosing FDI locations
2. Characteristics of foreign direct investment. Ethics, social responsibility, and FDI.
3. Types of foreign direct investment. Greenfield investment versus mergers and acquisitions.

5.3 Licensing, Franchising, Leasing and Other Contracting Strategy

1. Contractual entry strategies. Unique aspects of contractual relationships.
2. Licensing as an entry strategy. Trademark and copyright licensing. Know-How licensing. Advantages of licensing. Disadvantages of licensing.
3. Franchising as an entry strategy. Advantages and disadvantages of franchising. The franchisor perspective. The franchisee perspective.
4. Other contractual entry strategies. Turnkey contracting. Build-Operate-Transfer Arrangements (BOT). Management contracts. Leasing.

5.4 Global Manufacturing and Supply-Chain Management

1. Multi-layer multi-product supply chain: strategic marketing model.
2. Multi-layer and multi-product supply chain: performance evaluation model.
3. Supply chain inventory planning: system dynamics model.
4. Multi-layer and multi-product reverse supply chain: defects and pricing model.
5. Reverse supply chain vehicle routing problem: similarity pattern model.

Part 6. Financial management in international business

6.1 International financial management

1. Capital structure. Working capital management.
2. International liquidity and market integration.
3. Basic requirements for the preparation of a business-plans in the implementation of foreign economic activity. Difficulties and major mistakes of international business planning.

6.2 Accounting and Taxation in Global Business

1. The function of accounting and two parts of the accounting information system.
2. International taxation.
3. The financial statement analysis and the way how it can be used to evaluate a company's financial situation and compare it to other companies.

Part 7. Managing Risks Through Adaptive Strategies and Decision Systems During Crises

1. Risk management practices in international business
2. Reducing risk through strategic flexibility and implementation leadership in high-velocity markets
3. The way how companies protect against the major financial risks of inflation and exchange rate movements

Part 8. Conclusion

1. Globalization and international business how they affect each other.
2. Why companies engage in international business and why its growth has accelerated.
3. The importance of understanding how international business differs from domestic business.
4. Understanding how different approaches to international business theories help policy makers achieve economic objectives.

**EDUCATIONAL–METHODOLOGICAL MAP OF THE EDUCATIONAL DISCIPLINE
MANAGEMENT IN INTERNATIONAL BUSINESS**

for day form of the first level of higher education
for the major 1–25 01 03 «World Economy»

Section number	Section title, topics	Number of class hours					Amount of hours of GSS of SSL	Form of control of knowledge
		Lectures	Practical classes	Seminar classes	Laboratory	Other *		
	2					7	8	9
1	Background of International Business	2		2		[10,14]		Group discussion, test
2	Theories and Trends in the International Trade	4		2		[1,7,10,13]		Quizzes, test
3	The Environment of International Business	2		4		[3,6,14]		Group discussion, research project
4	Global Business Strategy and Organization	4		4		[1,4,8,9]		Quizzes, test
5	Managing International Business	6		6		[2,9,11,16]		Group discussion, research project, case–studies
6	International Financial Management	4		4		[20]		Group discussion, test
7	Managing Risks Through Adaptive Strategies and Decision Systems During Crisis	2		2		[19]		Group discussion
8	Conclusion	2		2				Test
	Total	26		26				Credit

EDUCATIONAL-METHODICAL MAP OF THE ACADEMIC DISCIPLINE

1. The main directions of written independent work are:
 - acquaintance with the curriculum of the academic discipline;
 - studying and expanding the lecture material through special literature;
 - collection and systematization of statistical and analytical materials;
 - analysis of practical materials;
 - objective and brief presentation of the studied material.

The purpose of **the abstract**, as an independent type of work, is the study and summary of one or more sources on the subject of the discipline. The main purpose of writing work is to present the ideas presented in the refereed sources.

The purpose of the work is to present the author's personal position on a particular issue, written not in a scientific form, but in a free form.

Requirements for the abstract:

An abstract is a structured, summarized presentation of the content of information sources (articles, monographs, etc.) on a particular topic.

In the process of writing the abstract it is necessary to demonstrate:

- ability to independently conduct a literature search on a particular topic (including in foreign languages);
- ability to express in a meaningful way the main points and theses, presented in the literature;
- the ability to analyse, systematise, classify and generalise the available scientific information.
- carry out comparative analysis of different views and points of view on certain issues.

Structure:

During the performance of the essay should adhere to the following structure. The volume of the paper is 15–20 pages (including the title page, table of contents and references). The title page, the contents, the introduction (1–2 pages), the main part of the work (7–10 pages), conclusions (1–2 pages), the list of references (1 page) The essay should be designed in accordance with the requirements of BSEU.

Requirements for the essay:

The essay is a type of written work, which presents individual reasoning and opinion on a particular issue. The essay should demonstrate:

- the ability to formulate a specific position on a particular issue;
- the ability to independently conduct a literature search on a certain topic (including in foreign languages);
- the ability to present a well–reasoned position.

When writing an essay, follow the following structure. Length of the essay is 7–8 pages (including title page and list of references). The essay should be written in accordance with the requirements of BSEU.

Criteria for the evaluation:

- a) When grading the essays and the abstracts the teacher will be guided by the following criteria:
- b) correspondence of the text content to the chosen topic;
- c) the ability of the author to use modern, adequate sources of literature on the chosen topic of the work;
- d) the presence of a clear and logical structure of the text;
- e) the validity and argumentativeness of the author's statements and conclusions;
- f) the quality of the analytical work done while writing the essay;
- g) the presence of the author's position on the problem in the essay;

Taking into account the above–mentioned essay evaluation criteria, the teacher evaluates this type of work on a 10–point system.

2. Two types of work are used to control the students' knowledge:

The written work is designed to check the student's ability to work with theoretical information. The teacher gives a list of questions to be answered briefly and concisely.

A test is a standardized questionnaire or short assignment, a one-way test covering the questions to be tested. Its purpose is to give an accurate and reliable indication of the quantity and quality of the material studied.

In order to do the written work and the test, it is necessary to:

- a. Study the literature on the given topic.
- b. Read the question carefully.
- c. Choose one correct answer for a test (in the multichoice test - choose one correct answer).
- d. Formulate and write the correct answer clearly.

The proportion of correct answers in the total number of answers determines the grade.

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PROTOCOL FOR THE HARMONIZATION OF THE EDUCATION PROGRAM

Name of the discipline with which approval is required	Department	Suggestions about changes in curriculum content institutions of higher academic education	The decision taken by the department that developed the curriculum (with the date and protocol number)
International Business and Investment	World economy	No suggestions	Protocol № _____ from _____ _____

ADDITIONS AND CHANGES TO THE CURRICULUM
for the ____ / ____ academic year

	Additions and changes	Base

The curriculum was reviewed and approved at a meeting of the department
_____ (protocol number from ____ ____
2022).
(The name of the department)

Head of the department

(academic degree, academic title) (signature) (Initials Surname)

APROVED

Dean of the School

(academic degree, academic title) (signature) (Initials Surname)