

PLAN OF SEMINARS (ПЛАН СЕМИНАРСКИХ ЗАНЯТИЙ)

According to the curriculum for the academic discipline «Management in International Business» 34 hours of seminars are given for the course.

Section number	Section title, topics	Number of class hours		Form of control of knowledge
		Seminar classes	Other *	
1	2	3	4	5
1	Background of International Business	2	[10,14]	Group discussion, test
2	Theories and Trends in the Information Trade	6	[1,7,10,13]	Quizzes, test
3	The Environment of International Business	6	[3,6,14]	Group discussion, research project
4	Global Business Strategy and Organization	4	[1,4,8,9]	Quizzes, test
5	Managing International Business	8	[2,9,11,16]	Group discussion, research project, case–studies
6	International Financial Management	4	[20]	Group discussion, test
7	Managing Risks Through Adaptive Strategies and Decision Systems During Crisis	2	[19]	Group discussion
8	Conclusion	2		Test
	Total	34		Credit

Lesson 1. Background of International Business

1. The key concepts in international business.
2. Identifying major participants in international business.
3. The different ways a company can accomplish its global objectives.

Lesson 2 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.

Lesson 3. International business and strategy research on “new” information and communication technologies.

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.

Lesson 4. 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.

Lesson 5. 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.

Lesson 6. The Political and Legal Systems in International Business

1. The legal environment. Legal systems
2. Intellectual property protections.
3. Legal issues in international business.
4. Assessing economic development, performance, and potential.
5. The relationship between business and government.

Lesson 7. 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.

Lesson 8. 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.

Lesson 9. 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.

Lesson 10. 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.

Lesson 11. 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.

Lesson 12. 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.

Lesson 13. 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.

Lesson 14. 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.

Lesson 15. 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.

Lesson 16. 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

Lesson 17. 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.