

Arcadia University Center for Italian Studies ROMA IBUS 300

Fundamentals of International Business

(based on the course taught at the Kogod School of Business, American University)

3 Credits

Pre- requisites

Satisfactory completion of at least one undergraduate semester course in business and economics or permission of the instructor

Course Description

The course aims to expose to students with interdisciplinary skills and knowledge the international business environment, with particular reference to the international business strategy of the Italian firms into the Mediterranean context. Exposure to some of the most critical topics affecting companies in international environment is what this course is all about. The first part of the course is designed to offer to the students an understanding of the main geo-political and geo-economic tendencies, describing more traditional and more critical approaches. In this way we want to wide their opinion on the economic and political integration of the world. In the second part of the course, we will discuss business trends and best practices needed to understand the global marketplace, approaching the problem from the point of view of a company. Thanks to the case studies, the current condition in Italy will be analyzed. In addition, throughout the lessons the students will prepare an international business plan trying to develop a really business project to be proposed to an Italian investors. In this way the students will be prepared to deal with real international strategies, challenges and opportunities.

<u>Learning outcomes</u>

To this end, the following areas will be addressed:

- **Business**: concrete knowledge and skills in international business disciplines used as tools of analysis in various business environments
- **Institutions**: technical understanding of the functions of various international institutions such as the international monetary system, the Eurosystem and the exchange market
- Culture and business: using the "Inglehart-Welzel Cultural Map of the World" and other maps of the same type the discussion will see how the international and local environment impacts firms' decisions.

Special Conditions

A classroom with PC, DVD player and projector

Policies

The course follows Arcadia University's policies on attendance and plagiarism (seeStudent Handbook and Academic Contract)

Course Requirements

Main Book: Global Business Today by Charles W.L. Hill, Irwin 2009, 6th edition. ISBN 9780071083812

During the lessons students will receive selected articles and chapters from the following:

Free trade areas:

- Telò, M. (Ed.), 2006, European Union and new regionalism . Ashgate
- IE Med, I. E., 2008, 2007, 2006, 2005, 2003, MED Anuario del Mediterraneo. Barcelona, http://www.iemed.org/anuari/index.php

Tests and Papers

- Mid-Term Exam and Final Exam: these exercises will test students' ability to analyze material and theories presented during the course through short answers and essay questions. Each exam will ask you to demonstrate the breadth and depth of your understanding of the materials covered in class, text and readings.
- Global business plan: every organization conducts research to plan and implement a business idea. This project is designed to provide the foundation for an international business plan. The students will use a specific framework for planning expansion into the Mediterranean context of an existing Italian product or service, or to research a new foreign business opportunity. The final result of the global plan will be in the following formats: a written report with supplementary tables and visuals and an oral presentation with visuals.

Grading Criteria

- 30% Mid-Term exam
- 30% Final Exam
- 30% Consulting Project
- 10% Participation

Guest speakers. two guest speakers, managers and expert in specific topics, will be invited.

Participation

Your classroom participation will be evaluated. Those whose classroom participation is perceived to be superior may receive a bonus toward the semester grade. The QUALITY (not QUANTITY) of your participation is important. The instructor will evaluate your comments for relevance, insight, clarity, logic and original thinking.

Please note: attendance and punctuality

Attendance is mandatory and travel does not constitute an excused absence from class, nor do visits from family and friends. As per academic policy, , a maximum of three hours' absence (not 3 lessons) is allowed. Thereafter, additional absences will be excused only on proven medical grounds; otherwise, they will result in a lower final grade. Specifically, each additional, unexcused absence will lower a student's grade by one notch: e.g., with four absences an A- will be lowered to B+, with five absences a B, and with six absences a B-. More than 8 absences will result in an automatic failure of the course. We also demand punctuality.

Course outline

- 1. Week 1
 - Presentation and Global Business Plan
 - Globalization now and in the history
- 2. Week 2

- Economic development, cultural differences and business ethics/social responsibility in International business
 - ✓ Cases:
 - o Mc Donald Happy Meal
 - o Fiat
 - o Starbucks
- 02/16 The international trade theory
- 3. Week 3
 - Guest speaker: ZAZA'- ice cream factory (TBC)
 - The Italian economy: small and medium enterprises
 - Field study to Prato Bologna: The fashion district
- 4. Week 4
 - New development: how to complicate the economy
 - The political economy of international trade
 - ✓ Case: the impact of the Libyan crisis on the Italian economy
 - Field study to Naples: *Small business and international competition*
- 5. Week 5
 - Foreign direct investment
 - Guest speaker: Mylius–Sailing boat maker (TBC)
- 6. Week 6
 - Regional Economic integration
 - Midterms Exam
- 7. Week 7
 - Discussion on guests speaker, presentation of the first part of the Global Business Plan
 - NAFTA, European Union and the Euro-Mediterranean free Trade Area
- 8. Week 8
 - Movie: Il caso Mattei
 - Global Money System: Foreign Exchange Market
- 9. Week 9
 - Global Money System: Foreign Exchange Market
 - The Euro system
- 10. Week 10
 - International monetary system
 - Student in-class presentations of global business plans
- 11. Week 11
 - Student in-class presentations of global business plans
 - Competing in a Global Marketplace: The strategy of international business. Exporting, importing and countertrade
- 12. Week 12
 - Entering foreign markets
- 13. Week 13
 - Global strategies: Production, Outsourcing, Logistics, Marketing, R&D, Human recourse Management
 - Case study
 - ✓FIAT CHRYSLES
- 14. Week 14
 - Summary of the lesson's main points and discussions
 - Final Exams