

**Description of Course Unit according to
the ECTS User's Guide 2015**

Course unit title	International Business
Course unit code	HI191312
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle Bachelor
Year of study (if applicable)	2 nd year
Semester/trimester when the course unit is delivered	4 th semester
Number of ECTS credits allocated	4.83 ects
Name of lecturer(s)	<ol style="list-style-type: none"> 1. Resa Rasyidah, S. Hub. Int., M. Hub. Int. Email: resa_rasyidah.hi@upnjatim.ac.id Office hours: mon-fri, 09.00-16.00 2. Yohanes Ivan Adi Kristianto, S.I.P., M.A. Email: yohanes.ivan.hubint@upnjatim.ac.id Office hours: mon-fri, 09.00-16.00
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Students demonstrate sufficient knowledge and basic understanding regarding fundamental theories of international business. 2. Students are able to analyze current international businesses issues using theoretical frameworks learnt in this course.
Mode of delivery (face-to-face, distance learning)	Face to face / Online learning (ilmu.upnjatim.ac.id)
Prerequisites	
Course contents	<p>For 14 weeks, students will learn:</p> <ol style="list-style-type: none"> 1. Overview of International Business.

	<ol style="list-style-type: none"> 2. International Business: the Definition, the Actors, and the Risks. 3. Philosophical Perspectives on International Business. 4. Ethics in International Business. 5. The Roles of Corporate Social Responsibility. 6. Motives of International Trade and International Investment. 7. Determinant Factors of Foreign Direct Investment. 8. The Impacts of Culture in International Business. 9. Foreign Exchange Market in International Business. 10. Marketing Mix. 11. Export, Import, and Countertrade. 12. Shared Economy as a Strategy 13. Digital Disruption and the Impacts. 14. Multinational Corporations and Global Management.
Recommended or required reading	<p>Required readings:</p> <ol style="list-style-type: none"> 1. Katsioloudes, Marios, & Spiros Hadjidakis. (2007). International Business: A Global Perspective. Burlington: Elsevier. 2. Czinkota, Michael R., Ilkka A. Ronkainen, & Michael H. Moffett. (2011). International Business (8th Edition). Hoboken: John Wiley & Sons, Inc. 3. Cavusgil, S. Tamer, Gary Knight, & John R. Riesenberger. (2017). International Business: the New Realities. Essex: Pearson Education. 4. Hill, Charles W. L. (2013). International Business: Competing in Global Market. New York: McGraw-Hill Irwin. 5. Kline, John M. (2005). Ethics for International Business. New York: Routledge. 6. Sitkin, Alan, & Nick Bowen. (2013). International Business: Challenges and Choices. Oxford: Oxford University Press. 7. Cullen, John B., & K. Praven Parboteeah. (2010). International Business: Strategy and Multinational Companies. New York: Routledge.
Planned learning activities and teaching methods	<p>Lecture and blended-learning consists of discussions, case studies and project-based examination.</p> <p>Weekly Assignment: A resume summarized weekly material. Mid-term exam : 1,000-1,500 words open-ended questions. Final exam: 1,000-1,500 words open-ended questions.</p>
Language of instruction	Indonesia-English
Work placement(s)	N/A