

2024 Prague Winter School Syllabus: International Business

International Business Syllabus

Course Information:

- Course Title: International Business
- Credit Hours: 3 ECTS
- Instructor: Ing. Miroslav Halouzka, CSc., VSFS Department of Economics and Management
- Duration: 16.01 - 26.01.2024
- Prerequisites: None
- Target Audience: Undergraduate and Graduate Students in Business and Finance Related Fields

Course Description: This rigorous 10-day Winter School program in International Business is designed to provide students with an in-depth understanding of core concepts and advanced topics in international business. The course focuses on the impact of globalization, international market analysis, trade organizations, risk management, financing, and more. Students will critically assess the implications of recent global events and their effects on international business. This course is designed for students to gain a comprehensive understanding of International Business. Upon successful completion of the course, students will receive 3 ECTS credits.

- Total Study Load: 75 Hours
- Total In-class Hours: 20 Hours
- Reading and self-preparation before the start of the course 20 Hours
- Homework assignments 6 Hours
- Preparation for final individual presentations 15 Hours
- Individual consultations 10 Hours
- Final Presentations: 4 Hours

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

1. Analyze the role of international business in a globalized world.
2. Evaluate the impact of globalization and recent global events on international business strategies.
3. Conduct international market analyses and assess the conditions influencing foreign market entry.
4. Understand the role of international organizations and trade agreements in facilitating international trade.
5. Examine world integration organizations, their stages, and their impact on international trade and the global economy.
6. Navigate international purchasing contracts, pricing strategies, and challenges.

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7. Apply INCOTERMS in international trade transactions.
8. Analyze the effects of offshoring, reshoring, and integration in international business.
9. Identify and mitigate various foreign trade transaction risks.
10. Explore methods of foreign trade financing and the role of international organizations in project financing.
11. Develop a plan for export activities in a company and manage trade and receivables effectively.
12. Assess the role of auctions and stock exchanges in international trade and special foreign trade transactions.

Course Schedule:

Day 1 (18.01): Introduction to International Business and Globalization (2 hours)

- Basic Concepts and Role of International Business
- International Business and Globalization
- New Approaches to International Business During the Pandemic
- Consequences for the Future of International Business

International Market Analysis (2 hours)

- Factors Influencing Foreign Market Entry
- Market Research and Analysis
- Competitive Environment Assessment

Day 2 (19.01): International Organizations and Trade Agreements (2 hours)

- Role of WTO (World Trade Organization)
- International Agreements (GATT, GATS, TRIPS)
- World Commodities Crisis and the Impact of the War in Ukraine

World Integration Organizations (2 hours)

- Stages of Integration Processes
- Impact on International Trade and World Economy
- Current Trends and the Position of the European Union

Day 3 (22.01): International Purchasing Contracts and Pricing (2 hours)

- Elements of International Purchasing Contracts
- Pricing Strategies in International Trade
- Price-Related Challenges in International Trade

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INCOTERMS and International Delivery Terms (2 hours)

- Role of INCOTERMS in International Trade
- Description in Sea Transport
- Description in Road Transport

Day 4 (23.01): Globalization, Offshoring, and Integration (2 hours)

- Impact of Globalization on International Business
- Offshoring and Reshoring Strategies
- Forms of Integration Used Worldwide

Foreign Trade Transaction Risks (2 hours)

- Market, Commercial, Territory, Monetary, Transportation, Product, and Legal Risks
- Impact on International Trade
- Mitigation Strategies for Risk Management

Day 5 (24.01): Foreign Trade Financing and Decision Factors (2 hours)

- Forms of Foreign Trade Financing
- Alternative Financing Methods
- Role of International Organizations in Project Financing

Export Activities Planning and Special Transactions (2 hours)

- Planning Export Activities in a Company
- Trade and Receivables Management
- The Role of Auctions and Stock Exchanges in International Trade
- Special Foreign Trade Transactions

Final Day (25.01): Presentations and Discussion (2 hours)

- Students present their findings and insights from self-preparation and discuss other students' presentations

Assessment:

- Class Participation: 30%
- Homework and Assignments: 20%
- Final Presentation: 50%

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Attendance Policy:

A minimum attendance of 75% is required to successfully complete this course. Students are expected to attend at least 75% of in-class sessions to be eligible for assessment and credit. Absences beyond this limit may impact course progress and assessment eligibility. Make-up opportunities will be considered on a case-by-case basis for valid, documented reasons.

Note: Students are responsible for notifying the instructor in advance if they anticipate any exceptional circumstances that may affect their attendance. Make-up opportunities for missed sessions will be considered on a case-by-case basis, provided valid reasons are presented and documented.

Mandatory Literature:

1. The State of Globalization in 2021 by Steven Altman and Caroline R. Bastian, 2021
2. The Growth of International Business, London, Taylor and Francis Group, 2012
3. Strategies of Global Competition, Neil Hood and Jan-Erik Nahlne, London-New York, 2013

Recommended Literature:

1. Asian Free Trade Agreements and WTO, Shintaro Hamanaka, 2014
2. WTO and Global Governance – Future Directions. Gary P Sampson, United Nations 2008
3. Critical perspectives in International business, Dr. Adrian N. Carr, 2006
4. Corporate social responsibility in International business, Karen Paul and Carlos M. Parra 2021
5. Current Issues in Economic Integration – Can Asia Inspire the West? M. Bruna Zolin, Bernadette Andreosso-Ó Callaghan 2016
6. Strategies in Global Competition, School of Economics Stockholm, Selected Papers from the Prince Bertil Symposium, 2012