



UNIVERSITAS INDONESIA  
FACULTY OF ECONOMICS  
AND BUSINESS  
INTERNATIONAL UNDERGRADUATE PROGRAM

## **SYLLABUS**

**International Business - ECMU 601023**

**(3 CREDITS)**

**EVEN SEMESTER 2021/2022**

### **A. Lecturers:**

No.	Name	Contact
1.	<b>Sari Wahyuni S.I.P., M.Sc., Ph.D.</b>	<b>sari.wahyuni@ui.ac.id</b>
2.	Arietta Adrianti S.E., M.M.	arietta.adrianti@gmail.com

### **Lecturer Assistant:**

No.	Name	Contact

### **B. Course Description:**

This course aims to make students understand business in a global (international) context including challenges, opportunities, available alternative strategies, and elements that must be managed so that they are able to make the best decisions in facing global competition.

### **C. Course Type:**

Compulsory for management student

### **D. Course Prerequisite:**

- Introduction Business (ECMU601001)
- Introduction Management (ECMU601090)
- Financial Management (ECMU602004)
- Marketing Management (ECMU603005)

### **E. Main Textbook:**

Hill, C. W. L., Wee, C. H., & Udayasankar, K. (2015). 2<sup>nd</sup> Edition *International Business: Asian Global Edition*.

**F. Course Objectives:**

- a. Hard Skill (related to increased cognitive abilities)
  - 1. English language skills development
- b. Soft Skill (related to personality development)

**G. Assessment AACSB**

**a. Learning Goals (LG) :** *Students demonstrate awareness of the global societal environment.*

**b. Learning Objectives (LO) :**

- i. *Students are able to demonstrate an adequate understanding of major issues in global society.*
- ii. *Students are able to demonstrate understanding of local issues and its relationship to global issues.*

Description	Yes / No
Technical skills development	Yes
Analytical skills development	Yes
Goal setting skill development	Yes
Time management skills development	Yes
Development of writing skills	Yes
Development of presentation skills / Public Speaking	Yes
Development of group cooperation skills	Yes
Self-confidence development	Yes

**H. Teaching Methods**

Description	Yes / No
Class Discussion	Yes
Experiential learning	No
Group Inquiry	Yes
Guided Teaching	Yes
Lecture	Yes
Discussion of Cases / Case Studies	Yes
Collaborative learning	No
Problem-based learning	Yes
Group Project	Yes
Independent Research Project	No

## I. Course Evaluation

Description	Percentage (%)
Class Participation	15
Group presentation	15
Mid-term Exam	35
Final Exam	35
Total	100

## J. Absence & Classroom Organization :

- Minimum 80% of the number of sessions:
- 3 times absent for subjects with 3 credits
- Students who do not attend the class within 15 minutes, will be checked as absent.
- Students are required to turn on the camera, if there is a problem, please report it to the lecturer / assistant lecturer
- Quiz will be conducted at the beginning of the class

## K. Teaching Schedule

Session	Topic	References
1 - 10 Feb. 2022	Globalization and Differences in Political and Economic Systems between Countries: <ul style="list-style-type: none"><li>• Main Reasons and Drivers of Globalization</li><li>• Political, Economic, and Legal Systems</li><li>• Determinants of Economic Development</li></ul>	Ch 1 & 2 (Lecturing)
2 – 17 Feb. 2022	Cultures and Ethics <ul style="list-style-type: none"><li>• Definition of Culture</li><li>• Social Structure</li><li>• Religion and Ethical System</li><li>• Culture and Work Environment</li></ul> <i>Case: Exporting Used Batteries to Mexico (Ch.4- pg 140 Closing Case)</i>	Chapter 3 & 4

3 – 24 Feb. 2022	<p>The Global Trade and Investment Environment: International Trade Theory:</p> <ul style="list-style-type: none"> <li>• Merchantilism</li> <li>• Absolute Advantage</li> <li>• Comparative Advantage</li> <li>• Heckler-Ohlin Theory</li> <li>• The New Trade Theory</li> <li>• Porter's National Competitive Advantage</li> </ul> <p><i>Case: Video (tba)</i></p>	Chapter 5
4 – 10 Mar. 2022	<p>Political Economy of International Trade</p> <ul style="list-style-type: none"> <li>• Trade Policy Instruments</li> <li>• Development of the World Trade System</li> </ul> <p><i>Case: Trade in Textiles-Holding the Chinese Juggernaut in Check (pg 232 – Closing Case)</i></p>	Chapter 6
5 – 12 Mar. 2022 (replacement 3 Mar holiday)	<p>Foreign Direct Investment (FDI)</p> <ul style="list-style-type: none"> <li>• FDI in a Global Economy</li> <li>• Theories of FDI</li> <li>• Political Ideology and FDI</li> <li>• Benefits and Costs of FDI to Home and Host Countries</li> <li>• Government Policy Instruments and FDI</li> </ul> <p><i>Case: Lakshmi Mittal at the growth of the Mittal steel (pg 264 – Closing Case)</i></p>	Chapter 7
6 – 17 Mar. 2022	<p>Regional Economic Integration</p> <ul style="list-style-type: none"> <li>• Levels of Economic Integration</li> <li>• Economic Integration in Europe</li> <li>• Economic Integration in America</li> <li>• Economic Integration in Asia</li> <li>• <i>Case: Korean development and the Western's economics (or Video tba)</i></li> </ul>	Chapter 8

7 – 24 Mar. 2022	<p>The Global Monetary System:</p> <p>The Foreign Exchange Market</p> <ul style="list-style-type: none"> <li>• Functions and Nature of the Foreign Exchange Market</li> <li>• Economic Theory of Exchange Rate Determination</li> </ul> <p>The International Monetary System and Global Capital Markets</p> <ul style="list-style-type: none"> <li>• The Gold Standard</li> <li>• The Bretton Woods System</li> <li>• The fall of the Fixed Exchange Rate System</li> <li>• Floating Exchange Rate Regime</li> </ul> <p><i>Case: China's managed float (Ch. 10- pg.365 Closing Case)</i></p>	Chapter 9, 10, 11
<b>MID EXAM (26 Mar.-5 Apr.2022)</b>		
8 – 7 Apr. 2022	<p>The Strategy of International Business</p> <ul style="list-style-type: none"> <li>• Company and Strategy</li> <li>• Global Expansion Benefits</li> <li>• Cost Pressures and Pressures for Local Responsiveness</li> </ul>	Chapter 12 (Lecturing)
9 – 14 Apr. 2022	<p>The Organization of International Business</p> <ul style="list-style-type: none"> <li>• Organizational Architecture</li> <li>• Organizational Structure</li> <li>• Control Systems and Incentives</li> <li>• Organizational Culture</li> </ul> <p><i>Case: A decade of organizational change at Unilever (pg 467)</i></p>	Chapter 13
10 – 21 Apr. 2022	<p>Entry Strategy and Strategic Alliances</p> <ul style="list-style-type: none"> <li>• Basic Entry Decisions</li> <li>• Various Modes to Enter the Foreign Market</li> <li>• Strategic Alliances</li> </ul> <p>International Business Operations: Exporting, Importing &amp; Countertrade</p> <ul style="list-style-type: none"> <li>• Improving Export Performance</li> <li>• Export and Import Financing</li> </ul> <p><i>Case: Video (tba)</i></p>	Chapter 14 & 15
11 – 28 Apr. 2022	<p>Global Production, Outsourcing and Logistics</p> <ul style="list-style-type: none"> <li>• Location decisions</li> <li>• Strategic Role of Foreign Factories</li> <li>• Make or Buy Decision</li> <li>• Managing a Global Supply Chain</li> </ul> <p><i>Case: Video (tba)</i></p>	Chapter 16

12 – 5 May 2022	Global Marketing and R&D <ul style="list-style-type: none"> <li>• The Globalization of Markets and Brands</li> <li>• Market Segmentation</li> <li>• 4P</li> <li>• <i>Case: Video (tba)</i></li> </ul>	Chapter 17
13 – 12 May 2022	Global HR Management <ul style="list-style-type: none"> <li>• The Strategic Role of International HRM</li> <li>• Staffing Policy</li> <li>• Training and Management Development</li> <li>• International Labour Relations</li> </ul> <i>Case: Video (tba)</i>	Chapter 18
14 - 19 May 2022	Accounting in International Business <ul style="list-style-type: none"> <li>• Differences in accounting standards between countries</li> <li>• National and international standards</li> <li>• Multinational Consolidation and Currency Translation</li> </ul> Financial Management in International Business <ul style="list-style-type: none"> <li>• Investment Decisions</li> <li>• Financing Decisions</li> </ul> - Techniques for Global Money Management <i>Case: Video (tba)</i>	Chapter 19 & 20
<b>FINAL EXAM (2-11 June 2022)</b>		

#### **L. Final Exam (Individual)**

Each student chooses one firm/company from sector assigned by the Lecturer and must study the firm and the industry thoroughly using international business concepts studied in this course.

The student must address the set of questions that will be given by the Lecturer (in the second half of the course) in a **Paper**. The paper must be thoroughly researched and all analysis that addresses the questions must be based on relevant literatures and credible sources (text books, journals, etc.). Students must apply proper referencing style (e.g. APA, Harvard, etc.)

The firm/company and topic chosen by a student, cannot be the same as other students.

The content of the paper will be checked via **Turnitin**, therefore, any similarity of content with other students is considered as indications of cheating.

## **M. Plagiarism**

Plagiarism is including words / sentences / ideas of other people partially or completely without mentioning the source. If students include words / sentences from other authors, the source must be mentioned. Plagiarism includes copying (copying) part or all of the work of other students or copying (copying) of books, journals, web, newspapers, magazines and others.

Plagiarism also includes auto-plagiarism, which is to include your own words / sentences / ideas that come from assignments / papers that have been submitted for assessment without mentioning the source.

In accordance with the rules of discipline and code of ethics for student affairs as stated in the FEBUI Guidebook, students are prohibited from committing plagiarism and will be subject to sanctions for committing plagiarism.

Sanctions for plagiarism:

- Once, at least the paper will be given a zero grade, maximum F
- Twice, the subject/course is given grade F
- Three times, student will be expelled from the FEBUI Management Department

## **K. Statement of Authorship**

For the task of making a paper / paper, you must include a Statement of Authorship at the front of the paper / paper being written.

### **Statement of Authorship**

I / we, the undersigned, declare that the attached paper / assignment is purely the result of my / our own work. No other person's work I / we use without specifying the source.

This material is not / has never been presented / used as material for papers / assignments in other subjects unless I / we clearly state that I / we state use it. I / we understand that the assignments that I / we collect can be reproduced and / or communicated for the purpose of detecting plagiarism.

Name :

NPM :

Signature :

Subject :

Title of paper/assignment :

Date :

Lectures :

(made by all group members)