

COURSE: INTERNATIONAL BUSINESS (BUSINESS ELECTIVE)

SEMESTER: 7

YEAR: 4

CREDITS: 10 UDD, 6 ECTS

REQUIREMENTS: MARKETING II AND FINANCE II.

Units	content
Unit I: Introduction to international business and globalization	<ul style="list-style-type: none"> • Overview of international business and globalization. • Historical perspective, trade, economic, cultural & politic integration. • Transport & communication technology. • Globalizations of markets, finance, institutions, services & communication. • The MNCs
Unit II: National differences driving opportunities for international business.	<ul style="list-style-type: none"> • Geographic, social, economic, political, and institutional differences. • Development drivers & process. • Productivity & competitiveness. • Development policies, the Asian mode • Political, cultural & institutional differences. • Development drivers & process. • Productivity & competitiveness.
Unit III: Introduction to trade and capital flows policies	<ul style="list-style-type: none"> • Drivers and theories of trade. Comparative advantages & productivity, factor endowment (Ricardo, Heckscher–Ohlin). • New trade theory, created advantages, technology, learning and scale, infant industry, institutions and specialization, Porter’s cluster theory.
Unit IV: International trade & trade blocks.	<ul style="list-style-type: none"> • Drivers of trade blocks • Main trade blocks and business development.
Unit V: FDI and the Multinational Enterprises (MNEs)	<ul style="list-style-type: none"> • Drivers & theories of FDI & MNEs. • Pros & cons of FDI. • The geopolitics of FDI, incentives, barriers & conflicts. Policies & Institutions, IMF, CIADI, WB. • Theories of MNEs, (Dunning, motivations; Uppsala, organization & resources).