

**Course title:** International Business and Globalization

**Language of instruction:** English

**Professors:** Francisco J. Granados ([fgranados@ibei.org](mailto:fgranados@ibei.org))

**Professor's contact and office hours:** Hours TBA

**Course contact hours:** 45

**Recommended credit:** 3 US credits - 6 ECTS credits

**Course prerequisites:** None

**Language requirements:** None

**Course focus and approach:** Interactions between international firms and the global economy, emphasizing a practitioner business management viewpoint and the socioeconomic and political effects of international business.

**Course description:** The course starts with an overview of economic globalization from a political, sociological and historical perspective, focusing on the aspects most relevant to international business. It outlines main globalization debates, such as the role of states and international institutions, economic development, and inequalities across and within countries. The second part of the course considers a set of international management topics examined in reference to the global context where firms operate: the political environment of international business, internationalization strategies, international strategic alliances, global marketing, global human resource management, global R&D management, and corporate social responsibility

**Learning objectives:** At the end of the course the students should have learned (a) the main concepts and debates around globalization and international business management, (b) to identify the challenges and opportunities that firms face operating internationally and (c) the role of international business as a globalization driver.

**Course workload:** Students should read in advance the readings presented and discussed in the class sessions and do a class presentation of one of the instructional case-studies on international management considered in the course. At the end of the course students will submit an individual essay on a fictitious international business case that considers most of the main course topics.

**Teaching methodology:** The classes are structured around introductory lecture by the professor and class discussions on the concepts explained, the readings, and the instructional case studies presented in class.

**Assessment criteria:**

- Active class participation: 20%
- Class presentation 15%
- Term essay paper: 65%

**Absence policy:** Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student's final grade as follows:

Absences	Penalization
Up to two (2) absences	No penalization
Three (3) absences	1 point subtracted from final grade (on a 10 point scale)
Four (4) absences	2 points subtracted from final grade (on a 10 point scale)
Five (5) absences or more	The student receives an INCOMPLETE ("NO PRESENTAT") for the course

The PEHE/HESP attendance policy **does not distinguish between justified or unjustified absences**. The student is deemed responsible to manage his/her absences. Emergency situations (hospitalization, family emergency...) will be analyzed on a case by case basis by the Academic Director of the HESP.

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**Classroom norms:** No food, drink or checking the cell phone is permitted in class.

**Weekly Schedule:** (subject to possible changes)

**WEEK 1: ECONOMIC GLOBALIZATION: CONCEPTUALIZATION AND KEY DEBATES**

Session 1: Syllabus, organization of the course, method of assessment, and overview of course readings. Introduction to the concept of globalization

Session 2: Readings presentation and class discussion

Readings: Rodrik (Introduction and Ch. 9)

**WEEK 2: ECONOMIC GLOBALIZATION: ECONOMIC DEVELOPMENT**

Session 3: Reading presentation and class discussion

Reading: Rodrik (Ch. 3)

Session 4: Reading presentation and class discussion

Reading: Rodrik (Ch. 4)

**WEEK 3: ECONOMIC GLOBALIZATION: INEQUALITIES AND SOCIAL DILEMMAS**

Session 5: Reading presentation and class discussion

Reading: Milanovic 2012

Session 6: Reading and case presentation and class discussion

Reading: Rodrik (Ch. 10)

Case: Danimal in South Africa. Management Innovation at the Bottom of the Pyramid

**WEEK 4: INTERNATIONAL MANAGEMENT: THE POLITICAL AND LEGAL ENVIRONMENT OF INTERNATIONAL BUSINESS**

Session 7: Reading presentation and class discussion

Reading: Shenkar & Luo (Ch. 7)

Session 8: Readings presentation and class discussion

Readings: Baron 1995; Carbaugh & Olienyk 2004

**WEEK 5: INTERNATIONAL MANAGEMENT: INTERNATIONALIZATION STRATEGIES**

Session 9: Reading presentation and class discussion

Reading: Shenkar & Luo (Ch. 10)

Session 10: Reading presentation and class discussion

Reading: Economy & Lieberthal (2007)

**WEEK 6: INTERNATIONAL MANAGEMENT: INTERNATIONAL STRATEGIC ALLIANCES**

Session 11: Reading presentation and class discussion

Reading: Shenkar & Luo (Ch. 12)

Session 12: Case presentation and class discussion

Case: Nora-Sakari A Proposed JV in Malaysia

**WEEK 7: INTERNATIONAL MANAGEMENT: GLOBAL R&D MANAGEMENT**

Session 13: Reading presentation and class discussion

Reading: Shenkar & Luo (Ch. 13)

Session 14: Case presentation and class discussion

Case: Gold Peak Electronics Limited. R&D Globalisation from East to West

**WEEK 8: INTERNATIONAL MANAGEMENT: GLOBAL MARKETING**

Session 15: Reading presentation and class discussion

Reading: Shenkar & Luo (Ch. 16)

Session 16: Cases presentation and class discussion

Case: Henkel KGaA Detergents Division

Case: Mad About Plaid

**WEEK 9: INTERNATIONAL MANAGEMENT: GLOBAL HUMAN RESOURCE MANAGEMENT**

Session 17: Reading presentation and class discussion

Reading: Shenkar & Luo (Ch. 17)

Session 18: Cases presentation and class discussion

Case: Toivonen Paper in the US: Human Resources Implications of Foreign Corporate Ownership

Case: Colgate-Palmolive: Managing International Careers

**WEEK 10: INTERNATIONAL MANAGEMENT: CORPORATE SOCIAL RESPONSIBILITY IN INTERNATIONAL BUSINESS**

Session 19: Reading presentation and class discussion

Reading: Shenkar & Luo (Ch. 19)

Session 20: Case presentation and class discussion

Case: Starbucks and Conservation International

**Required Readings:** (subject to possible changes)**Books:**

RODRIG, Dani. 2011. The Globalization Paradox: Why Global Markets, States and Democracy Can't Coexist (Oxford University Press) (*Several chapters only*)

SHENKAR, Oded and Yadong LUO. 2008. International Business (London:Sage Publications, 2nd Ed.) (*Several chapters only*)

**Articles:**

BARON, David P. 1995. "Integrated Strategy: Market and Nonmarket Components" California Management Review, 37:47-65

CARBAUGH, Robert J. and John OLIENYK. 2004. "Boeing-Airbus Subsidy Dispute: A Sequel" Global Economy Journal, 4 (2:6, pp. 1-9)

ECONOMY, Elisabeth and Kenneth LIEBERTHAL. 2007. "Scorched Earth: Will Environmental Risks in China Overwhelm Its Opportunities?" Harvard Business Review (June)

MILANOVIC, Branko. 2012. "Global Income Inequality by the Numbers: in History and Now—An Overview." The World Bank Policy Research Working Paper Series (6259)

## Case Studies

- Colgate-Palmolive: Managing International Careers
- Danimal in South Africa. Management Innovation at the Bottom of the Pyramid
- Gold Peak Electronics Limited. R&D Globalisation from East to West
- Henkel KGaA Detergents Division
- Mad About Plaid
- Nora-Sakari A Proposed JV in Malaysia
- Starbuks and Conservation International
- Toivonen Paper in the US: Human Resources Implications of Foreign Corporate Ownership

## Recommended bibliography: (subject to possible changes)

AGUILERA, Ruth V., Deborah E. RUPP, Cynthia A. WILLIAMS, and Jyoti

GANAPATHI. 2007. "Putting the S Back in Corporate Social Responsibility: A Multilevel Theory of Social Change in Organizations." Academy of Management Review, 32:836-863

DICKEN, Peter. 2007. Global Shift: Mapping the Changing Contours of the World Economy (New York: Guilford, 5th Ed.)

KHANNA, Tarun and Krishna G. PALEPU. 2006. "Emerging Giants: Building World-Class Competitors in Developing Countries" Harvard Business Review (October: 60-69)

PRAHALAD, C. K. and Allan HAMMOND. 2002. "Serving the World's Poor, Profitably" Harvard Business Review (September: 48-57)

RODRIK, Dani. 2007. One Economics Many Recipes: Globalization, Institutions and Economic Growth (Princeton University Press)