**Critical Perspectives on International Business**

**Lecturers:**

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**1. Course Objective**

This course provides the theoretical framework and practical experience of international business in unpredictable and rapidly changing environment. This is a "big picture" course about different aspects in international business: main global trends, influencing strategies of international companies, competitiveness and globalization, the organizational response to environmental changes. A key aspect during the course is to have an opportunity to observe and assess the international companies’ performance with the emphasis on global economic situation. The course includes a traditional lecture-segment and a student activity-segment with the core focus on real life situations. The case studies and assignments will be used to illustrate key points of international business theory and the challenges facing organisations in an international context.

**2. The position of the course in the structure of the educational program**

Course duration: 1 week, 16 hours (tutorials + workshops)

Academic control forms are home assignments and a written test.

**2.1. Prerequisites of the course:**

It is useful but not necessary to have knowledge in

• Management

• International Management

**3.Topic-Wise Curriculum Plan**

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| --- | --- | --- | --- | --- |
| № | Topic name | Course hours, total | Audience hours | |
| Lectures | Workshops |
|  | Internationalization Readiness | 4 | 2 | 2 |
|  | Managing Country, Financial & Cultural Risk | 6 | 4 | 2 |
|  | International Business: the New Realities | 6 | 4 | 2 |
|  | **Total** | 16 | 10 | 6 |

**4. Readings:**

1. Dunning, J. H. (2003) Making Globalization Good, Oxford: Oxford University Press.
2. John H. Dunning , Sarianna M. Lundan (2008) Multinational Enterprises And The Global Economy, Second Edition, UK: Edward Elgar Publishing limited.
3. Pankaj Ghemawat (2001) Distance still Matters: The Hard Reality of Global Expansion, Harvard Business Review, 79(8), pp. 137-147
4. Rugman, Alan M. (2008) Multinationals and Development, Yale University Press.
5. The Oxford Handbook of International Business (2 ed.) Alan M. Rugman, editor, Oxford University Press, 2009.