

International Business Relations Course Course Outline

Professor Cristina I. Marine, PhD

Fulbright Scholar

University of Maryland Global Campus, MD, USA

cristina.marine@faculty.umgc.edu;

cimarine@gmail.com

Join Zoom Meeting

<https://ase.zoom.us/j/87912514596?pwd=cXBhWXFFYkdzaUFodGZvSXdINUJaQT09>

Meeting ID: 879 1251 4596

Passcode: 828472

Course Description: This course explores trends in international business relations, with a focus on the final decade of the 20th century and the first two decades of the 21st century.

Main topics include

- Causes of the tectonic shifts in the global markets over the past three decades;
- Globalization, trade agreements, and trade blocs;
- Government, international organizations, transnational organizations - main players in the global markets;
- Trade theories, tariffs, exchange rate regimes, capital markets;
- Unique global challenges in the wake of the coronavirus pandemic;
- Realist, liberal, constructivist, and neo-classic paradigms in international relations;
- Transatlantic business relations;
- Risks and opportunities in international trade transactions in 2021-2022;
- Global business strategy and implementation;
- Ethics in international business;
- Effective cross-cultural communication.

Course Modules

Module 1: October 25 (19:30) & November 1 (19:30)

Competing in the Global Markets.

- What is international business?
- Globalization trends in post-pandemic global markets
- How national business relations differ from domestic business relations
- Cultural differences affecting international business
- Political and legal environment impact on international business operations
- Political risk and intellectual property rights challenges
- Outline of transatlantic relations – Romania's contributions
- Selected case analysis and discussion

Module 2: November 8 (19:30)

Building strategic advantage

- International trade – theories and practice
- Market entry strategies
- Global integration and local initiatives
- Regional economic integration (BRICS; MIST; MERCOSUR; ASEAN;) and the European Union
- Country risk analysis
- Ethics in international business, corporate social responsibility (CSR), corporate diplomacy
- Selected case analysis and discussion

Module 3: November 15 (19:30)- November 22 (19:30)

The global finance function; implications of disruptive innovation

- Global monetary environments and foreign direct investment trends in 2021-2022
- Challenges of capital budgeting in the global context
- Foreign currency transactions: US companies' procedures
- Multinational corporations and foreign currency exposure
- The Bretton Woods organizations and new international finance institutions
- Disruptive innovation and impact on international business relations
- The *artificial intelligence* factor in successful global business relations
- Selected case analysis and discussion

Module 4: November 29 (19:30)

Global expansion and international market opportunity assessment

- Global strategic choices
- Development and implementation of global business strategies
- The US-EU business relations: failed initiatives and future opportunities
- Impact of effective cross-cultural communication on strategy implementation
- Country risk analysis as a key factor and driver in strategy implementation
- Entrepreneurial ecosystems as catalysts of sustainable global business entrepreneurship
- Selected case analysis and discussion

Module 5: December 6 (19:30)

Managing global marketing to ensure effective competition

- Global marketing distribution and supply chain management
- Main challenges of global outsourcing and distribution
- Balanced arguments for standardized or customized products for the global markets
- Segmenting and targeting global markets
- Obstacles in international pricing
- Mitigating challenges in international promotion
- Branding strategies and distribution strategies
- Selected case analysis and discussion

Module 6: December 13 (19:30)

Global governance, stakeholder engagement, and the strategic functions of international HRM

- Organizational structure and corporate governance in international business
- Global management and human resources
- The role of non-governmental organizations (NGOs) in global governance
- Stakeholder engagement as a catalyst to promote sustainable innovation
- Developments in HR management in multinational corporations
- The ethics of lobbying in international business transactions
- Comprehensive review of course topics

Bibliography Open Source Textbooks

- Carpenter, M.A. & Dunung, S.P. (2011). *International business: The opportunities and challenges of a flat world*. Publisher: Saylor Foundation.
<https://open.umn.edu/opentextbooks/textbooks/72>
- Hill, C. , & Hult, G.T. (2019). *International business: Competing in the global marketplace*. (12th Ed.). McGraw-Hill e-Book. [To suggest the rental option]
- McGlinchey, S. (2016). *International relations*. Publisher: E-International Relations.
<https://open.umn.edu/opentextbooks/textbooks/international-relations>

ASE Library Textbooks

- IGI Global. (2016). *International business: Concepts, methodologies, tools, and applications*. Hershey: IGI Global.
<https://search.proquest.com/docview/2131972482/81361BD6E71E4071PQ/6>
- Ruel, H., Bondarouk, T., & Ruel, H. (2017). *International business diplomacy: How can multinational corporations deal with global challenges?* Emerald Publishing Limited. <https://search.proquest.com/docview/2134853180/62161760F5DC4426PQ/8>
- Tuselman, H., Buzdugan, S., Cao, Q., Freund, D., & Golesorkhi, S. (Eds.). (2016). *Impact of international business: Challenges, and solutions for policy and practice*. London: Palgrave Macmillan Limited.
<https://search.proquest.com/docview/2134828387/81361BD6E71E4071PQ/8>

Scholarly Articles

- Braja, M., & Gemzik-Salwach, A. (2019). Competitiveness of high-tech sectors in the European Union: A comparative study. *Journal of International Studies*, 12(2), 213-227. doi:10.14254/2071-8330.2019/12-2/13
- Cao, L., Navare, J., & Jin Z. (2018). Business model innovation: How the international retailers rebuild their core business logic in a new host country. *International Business Review*, 27, pp. 543-562.
- Datla, A., & Lawrence, R. (2017). Setting the standard in free trade: The making of the Transatlantic Trade and Investment Partnership. *Harvard Business Publishing Education*. <https://hbsp.harvard.edu/search?action=&author=Robert+Lawrence>
- Devereaux, C., Lawrence, R., & Watkins, M. (2007). Food fight: The US, Europe, and trade in hormone-treated beef (Abridged). *Harvard Business Publishing Education*. <https://hbsp.harvard.edu/search?action=&author=Michael+Watkins>

- Frasher, M. (2013). Adequacy versus equivalency: Financial data protection and the U.S.- E.U. divide. *Harvard Business Publishing Education*.
<https://hbsp.harvard.edu/product/BH575-PDF-ENG?Ntt=transatlantic+business+relations%2A&itemFindingMethod=Search>
- Hurt, T. (September 2020). Abandoning globalization will only hurt US business. *Harvard Business Publishing Education*.
<https://hbsp.harvard.edu/product/H05T84PDF-ENG?itemFindingMethod=Other>
- Kelly, N. (September 2020). Name your brand with a global audience in mind. *Harvard Business Publishing Education*.
<https://hbsp.harvard.edu/search?N=&Nrpp=25&Ntt=Name+your+brand+with+a+global+audience+in+mind&searchLocation=header>
- Marine, C. (2011). European Union Enlargement and the Redefining of Transatlanticism. EIKON-Cluj-Napoca
- Neeley, T. (2015). Global teams that work. *Harvard Business Publishing Education*.
<https://hbsp.harvard.edu/product/R1510D-PDF-ENG?itemFindingMethod=Other>
- Oehler-Sincai, I.M. (2015). BRICS countries and their initiatives towards regional economic integration, *Revista de Economie Mondiala / The Journal of Global Economics*, 7(4), 100-130.
- Roscini, D., & Marin, C. (2017). The TTIP: Bridging the transatlantic economy. *Harvard Business Review*. *Harvard Business Publishing Education*.
<https://hbsp.harvard.edu/search?action=&author=Christina+Marin>
- Waldman, D. A., & Javidan, M. (2020). The false dichotomy between globalism and nationalism. *Harvard Business Publishing Education*.
<https://hbsp.harvard.edu/search?N=&Nrpp=25&Ntt=the+false+dichotomy+between+globalism+and+nationalism&searchLocation=header>