



Universidad de  
**La Sabana**

## SUBJECT SYLLABUS

### ACADEMIC OVERVIEW

#### INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

**SUBJECT NAME AND CODE:** Introduction to International Business (1464103)

**PROGRAM:** Bachelor of International Business (BIB)

**LEVEL OF STUDY:** Undergraduate Program

GENERAL ACADEMIC INFORMATION			
<b>LATEST UPDATE</b>	2016-2		
<b>ACADEMIC AREA</b>	Negotiation & International Trade		
<b>SEMESTER</b>	First		
<b>SUBJECT TYPE</b>	Mandatory		
<b>CREDIT POINTS</b>	1		
<b>CLASSROOM HOURS PER WEEK</b>	1		
<b>PRE-REQUISITES</b>	None		
<b>LANGUAGE</b>	Spanish & English		
<b>INTERNATIONAL CONTENT</b>	<ul style="list-style-type: none"><li>• Reading materials include international journal articles</li><li>• Reading materials in English</li><li>• International bibliography is used</li></ul>		
COURSE DETAILS			
<b>COURSE DESCRIPTION</b>	<p>To examine globalization, national business environments, economic integration, international trade and business responses of companies actively participating in international business as well as domestic companies affected by the arrival of foreign competitors that are studied, not only in economic and business terms but also in social, political and environmental terms.</p> <p>This module is particularly important for students in the Colombian context, where liberalization and economic openness involve increasing international competition in the local and foreign markets.</p>		
<b>COMPETENCES DEVELOPED</b>	<b>Competence</b>	<b>Emphasis</b>	<b>Intended Learning Outcome (ILO)*</b>
	Understanding the basic theories of business internationalization and the nature of globalization (regional integration agreements), its causes and its economic,	Knowledge	ILO01 ILO02 ILO04 BIB ILO08

	social, political, technological and environmental effects.		
	Identifying the economic activities of national and multinational businesses and their role in globalization.	Knowledge	ILO01 BIB ILO06
	Differentiating the internationalization levels of businesses and identifying organizations and their mutual relations that reduce trade barriers and international investment.	Knowledge	ILO03
	Analyzing reports and statistics related to international trade.	Skill	ILO01 ILO02
	<p><b>* Intended Learning Outcome</b></p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BIB ILO06: Apply technical skills associated with cross-border transactions: Ability to understand and solve issues associated with firm internationalization and trade, according to the level of study (Bachelor).</p> <p>BIB ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language</p>		
<b>COURSE CONTENTS</b>	<ol style="list-style-type: none"> <li>1. Globalization: causes &amp; the debate on its effects</li> <li>2. National business environment: culture</li> <li>3. National business environment: legal-political system</li> <li>4. National business environment: economic system</li> <li>5. International trade</li> <li>6. Private &amp; public sectors relations at international level</li> <li>7. Foreign direct investment</li> <li>8. Regional economic integration</li> <li>9. International financial &amp; monetary systems</li> <li>10. International organizational strategy and design</li> <li>11. International opportunities analysis</li> <li>12. International entry modes</li> <li>13. International marketing</li> </ol>		
<b>METHODOLOGY</b>	Lecture and Case Method		

	<p>Theoretical classes  Participative classes: Small Groups Discussion and Course Discussions  Mind Maps and Forum  Workshops  Practical Exercises  Written tests, essays, presentations and integral projects</p>
<p><b>ASSESSMENT</b></p>	<p>According to the teaching technique of Portfolio and case method, the following strategies for evaluation will be used:</p> <ul style="list-style-type: none"> <li>• Class participation</li> <li>• Written evaluations</li> <li>• Assessment in real or specific situations</li> <li>• Comprehensive on-going assessment throughout the learning process</li> <li>• Teamwork and contributions for the team</li> <li>• Reading Comprehension Assessment</li> </ul> <p>Two mid-term exams (60%) and a final exam (40%)</p>