

Lecture_Determinants of International Business

Summer Semester 2024

Name of the course	Determinants of International Business
Name of the lecturer	Steven Yieke Ojoo (M.A.)
Description of the course	<p>This seminar explores the determinants or factors that shape international business activities. These factors fall under two broad categories:</p> <ul style="list-style-type: none"> a) Formal institutions – economic, political, and legal systems b) Informal institutions – culture, nature of culture in business, soft skills <p>Through a framework of theories, discussions, case studies, and real-world examples, students gain a comprehensive understanding of the complexities and dynamics that drive international business. The seminar will achieve its objective by, further, breaking down the categories into:</p> <ul style="list-style-type: none"> • global business environment • culture, nature of culture in international business context • intercultural competence in business management • business negotiation strategies • tools for effective business communication (presentations)
Dates	<p>Tuesday, 21st May 2024, 16:30 – 19:45 Wednesday, 22nd May 2024, 16:30 – 19:45 Thursday, 23rd May 2024, 16:30 – 19:45 Friday, 24th May 2024, 16:30 – 19:45 Monday, 27th May 2024, 16:30 – 19:45 Tuesday, 28th May 2024, 16:30 – 19:45 Wednesday, 29th May 2024, 16:30 – 19:45</p>
Kind of exam	Presentation
Prerequisites required	B1/B2 to advanced English language competence
Recommended reading	<p>Ball, Donald A. (2008) <i>International business: the challenge of global competition</i>. 11th ed. Boston, Mass: McGraw-Hill/Irwin.</p> <p>Bartels, Frank L. and Pass, C. L. (2000) <i>International business: a competitiveness approach</i>. London: Prentice Hall.</p> <p>Bartlett, Christopher A. and Ghoshal, Sumantra (1998) <i>Managing across borders: the transnational solution</i>. 2nd ed. London: Random House Business Books.</p> <p>Dunning, John Harry (1993) <i>The globalization of business: the challenge of the 1990s</i>. London: Routledge.</p> <p>McDonald, Frank and Burton, Fred (2002) <i>International business</i>. London: Thomson.</p> <p>Porter M F (1997) 'The Determinants and Dynamics of National Advantage', in <i>Readings in international enterprise</i>. London International Thomson Business Press: [publisher not identified].</p> <p>Rarick, Charles A. (2003) <i>Cases and exercises in international business</i>. Upper Saddle River, NJ: Prentice Hall.</p> <p>Rugman, Alan M. (2001) <i>The end of globalization: [a new and radical analysis of globalization and what it means for business]</i>. London: Random House Business.</p> <p>Segal-Horn, Susan (1994) <i>The challenge of international business</i>. London: Kogan</p>

Page.

Wild, John J., Wild, Kenneth L. and Han, Jerry C. Y. (2010) *International business: the challenges of globalization*. 5th ed. (Global ed.). Upper Saddle River, N.J.: Prentice Hall.