

National Research Mordovia State University (MRSU)	
Faculty of Foreign Languages	
S Y L L A B U S	
Course Name	«International Business Management»
Degree Programme	Master of Philology (Track “English for International Business”)
Year of Study	1 year
Semester	Spring
ECTS (36 hrs per ECTS)	6 (216 hrs)
Instructor(s)	Prof. Elena Scherbakova , Associate Professor, Department of Management
Language of Instruction	Russian / English
Course Requirements	Native Russian / At least B2 English
Course Overview	<p>The management of business operations for an organization that conducts business in more than one country.</p> <p>International management requires knowledge and skills more than normal business expertise, such as familiarity with the business regulations of the nations in which the organization operates, understanding of local customs and laws.</p> <p>Factors Contributing to Fast Growth of International Business</p> <p>Increase in and expansion of technology.</p> <p>Development of services that support international business.</p> <p>Growing consumer pressures.</p> <p>Increased global competition.</p> <p>Changing political situations.</p> <p>Expanded cross-national cooperation.</p>
Learning Outcomes	<ul style="list-style-type: none"> • One Will Learn... - ...what globalization is and how it has evolved over time. - ...current international business and economic development. - ...which forces drive globalization. - ...pros and cons of globalization. - ...theories on trade. - ...why companies go global. - ...how to approach a case study.
Course unit contents	<ul style="list-style-type: none"> • Factors Contributing to Fast Growth of International Business • Forces of Globalisation • Cost forces of globalization • Market forces of globalization • Political and Government Issues • Competitive forces • Technological forces
Course Structure	<ul style="list-style-type: none"> • Total number of contact hours <ul style="list-style-type: none"> - Lectures: 18 hrs (9 lectures) - Seminars: 18 hrs (9 seminars) - Individual consultations: `1 hr • Self-study: 150 hrs
Teaching methods	Discovery learning, cooperative learning, practical learning.
Grading System	Grading is based on the activities covered with each activity. The total

(including segment percentage)	of all is 70% Final course project / Oral examination. The total of the final is 30%
Textbooks and Mandatory Reading	<ol style="list-style-type: none"> 1. Lane, C. (2000) Globalization and the German model of capitalism – erosion or survival? <i>British Journal of Sociology</i> 51(2), 207–34. 548 2. Lazonick, W. and O’Sullivan, M. (2000) Maximizing shareholder value: a new ideology for corporate governance. <i>Economy and Society</i> 29 (February), 13–35. 3. OECD (2001) <i>Recent Trends: Institutional Investors Statistical Yearbook</i>. OECD. Ornatowski, G.K. (1998) The end of Japanese-style human resource management? <i>Sloan Management Review</i>, Cambridge 39(3), 73–84. 4. Ozawa, T. (2003) Japan in an institutional quagmire: international business to the rescue? <i>Journal of International Management</i> 9, 219–35. 5. Rugman, A. and Girod, S. (2003) Retail multinationals and globalizations: the evidence is regional. <i>European Management Journal</i> 21(1), 24–37. 6. Tanisaka, N. and Ohtake, F. (2003) Impact of labour shedding on stock prices. <i>Japan Labour Bulletin</i>, January, 6. 7. Vitols, S. (2001) Varieties of corporate governance: comparing Germany and the UK, in Hall, P.A. and Soskice, D. (eds) <i>Varieties of Capitalism: The Institutional Foundations of Comparative Advantage</i>. Oxford: Oxford University Press.