

**Non-Profit Joint-Stock Company «L.N. Gumilyov Eurasian National University»  
Faculty «Economics»  
Department Economics and entrepreneurship**

**Syllabus  
ECON62025 International economics**

**on the discipline  
IB6315 International Business for students of education program  
7M04102 - Экономика**

**Астана  
2024**



This document, in accordance with paragraph 1 of Article 7 of the Law of the Republic of Kazakhstan dated January 7, 2003 «On electronic document and electronic digital signature» is equivalent to a document on paper

Document signed

<b>№</b>	<b>Full name</b>	<b>Position</b>
1	Khoich Aizhan	docent
2	Maidyrova Aigul Býlatovna	Head of the кафедра
3	Berjanova Aigýl_ Mýhambetovna	Professor (acting)
4	Zhagyparova Aida Oryntaevna	Dean of the Faculty

Developer:

Хойч Айжан, docent

Working (modular) curriculum (Syllabus) of discipline « International Business» is developed on the basis of the educational program «7M04102-Economics».

Considered at the department meeting “Economics and Entrepreneurship”  
Record №16 «15» May 2024

Approved at the meeting of the Educational and Methodological Commission of the Faculty  
Record №10 «31» May 2024

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<b>SECTION A: General provisions</b>											
<b>1.</b>	<b>General information about the discipline</b>										
1.1	Name and code of discipline: « <b>International business</b> » - IB 6313	1.5	Credits (ECTS): 6 <table border="1" data-bbox="981 358 1508 470"> <tr> <td>Lecture 30</td> <td>Works hops 30</td> <td>Labor. / studio classes</td> <td>SIW 120</td> </tr> <tr> <td colspan="3">Total</td> <td>180</td> </tr> </table>	Lecture 30	Works hops 30	Labor. / studio classes	SIW 120	Total			180
Lecture 30	Works hops 30	Labor. / studio classes	SIW 120								
Total			180								
1.2	Prerequisite: Enterprises Economy	1.6	Studying period: 2 <sup>nd</sup> year ( <i>academic year</i> )								
1.3	Post requisite: code and name of discipline:  IB 6313 - International Business	1.7	Cycle of disciplines (General education discipline/Basic Discipline/ <b>Major discipline</b> )								
1.4	University Component/Optional Component: ( <b>keep the relevant</b> ) For the educational program: 7M041 – Business and management ( <i>code and name of the EP</i> )										
<b>2.</b>	<b>Description of discipline</b>										
<p>This is a course in international business or its equivalent and is considered a core course and is usually required of all graduating students from business schools. This course focuses on the environment of international business. It considers the activities of multinational firms and government policies toward them, drawing policy implications for the management of these enterprises.</p> <p>The course surveys theories of international trade, foreign direct investment, international financial institutions, differences in political economy and culture, barriers to trade, foreign exchange, business government relations, and the strategic alternatives available to companies operating in the global economy. It goes on to consider strategic options for the major functions of marketing, manufacturing, materials management, research and development, human resources, and finance, relating them to the firm's overall global strategy. Each international business situation is by nature multidimensional, and only an understanding of the complexity of international management will provide the manager with the opportunity to make good decisions and to formulate successful corporate or business strategies in the global environment.</p>											
<b>3.</b>	<b>Final assessment form (mark the required):</b>										
3.1	Exam <input checked="" type="checkbox"/>	3.5	Presentation <input checked="" type="checkbox"/>								
3.2	Course work <input type="checkbox"/>	3.6	Essay <input checked="" type="checkbox"/>								
3.3	Course project <input type="checkbox"/>	3.7	Test <input type="checkbox"/>								
3.4	Laboratory practical work <input type="checkbox"/>	3.8	Other(specify): <input checked="" type="checkbox"/> Case studies on International Businesses / Global discussions								
<b>4.</b>	<b>Target of discipline</b>										
Targets of discipline: The course is designed to help integrate master students' knowledge of the functional areas of business into an internationally oriented view of the firm by evaluating the global environment and speculating on the future international direction of the firm. 1. To discuss the challenges of international business and describe the 21st-century global competitive											

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landscape;


2. How to create market penetration plan for products or services into countries; considering strategy, marketing, cultural and other aspects critical for success
3. To describe global business concepts, models, and frameworks and their cross-functional integration;
4. To research varied foreign markets and develop strategy that takes into account relevant political, cultural, and economic factors;
5. To explain when and why to use different product-market entry and penetration strategies;
6. To identify some of the different skills and system required to implement strategies across country borders:
7. To explain how firms sustain and renew resources, capabilities and core competencies to support international growth strategies;
8. To perform quantitative and qualitative analysis to examine global issues, formulate solutions and support with case-specific evidence;
9. To improve critical and strategic thinking, primarily through deciphering complex international business environments.
10. Relate current business news with topics of the class

<b>5.</b>	<b>Learning outcomes of the discipline (at least 5)</b>
5.1	To understand international business theories
5.2	Analyze the global market features
5.3	Critical thinking
5.4	Evaluating global business cases
5.5	To develop business and understand business policy

<b>SECTION B: Discipline syllabus</b>					
<b>7.</b>	<b>Detailed information about the discipline</b>				
7.1	Academic year: 2021-2022 Course: 2	7.3	Schedule (days and times): According to the approved class schedule		
7.2	Semester: 1	7.4	Location (campus, audience): According to the approved class schedule		
<b>8.</b>	<b>Information about teacher(s) of Discipline</b>				
	<b>Position</b>	<b>Full name</b>	<b>Auditorium</b>	<b>Contact information</b>	<b>Time of work/Independent work of the student with the teacher and independent work of the student (scheduled)</b>
Teacher of Discipline: Associate Professor, PhD	Khoich Aizhan	According to the approved class schedule	+77011621540	According to the approved class schedule	
<b>9.</b>	Content of discipline				

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Study	Subjects and tasks	Number of hours	Methods of learning	Methods of teaching
Week 1	<b>LECTURE TOPIC:</b> GLOBALIZATION AND THE CONTEXT OF INTERNATIONAL BUSINESS	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> The globalization of markets and production Emergency of global institutions Drivers of globalization Managing in global marketplace	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> The Globalization in health care The globalization of Starbucks	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 2	<b>LECTURE TOPIC:</b> NATIONAL DIFFERENCES IN POLITICAL ECONOMY AND ECONOMIC DEVELOPMENT	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> Political systems Economics systems Legal systems Differences in economic development Political economy and economic progress The nature of economic transformation	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO:</b> <b>Case studies on International Businesses / Global discussions :</b> Indonesia – Asia’s Stumbling Giant Japan’s Economic Malaise	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 3	<b>LECTURE TOPIC:</b> DIFFERENCES IN CULTURE AND ETHICS IN INTERNATIONAL BUSINESS	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> What is culture? Social structure Religious and ethical system in international business Ethical issues in international Business Philosophical approaches to ethics	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> Matsushita (Panasonic) and Japan’s changing	8	Critical thinking and answering the	Assessment, checking the written

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	culture Siemens' bribery scandal Walmart's foreign expansion		questions belong	answers
Week 4	<b>LECTURE TOPIC: INTERNATIONAL TRADE THEORY AND THE POLITICAL ECONOMY OF INTERNATIONAL TRADE</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> An overview of trade theory Mercantilism Absolute advantage Comparative advantage Heckscher –olin The Leontief paradox The product life – cycle The new trade theory National competitive advantage: Porter's diamond Instruments of trade policy: tariffs and subsidies Development of the world trading system	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> The rise of Bangladesh's textile trade The global financial crises and protectionism	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 5	<b>LECTURE TOPIC: FOREIGN DIRECT INVESTMENT</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> FDI in world economy Theories of FDI Benefits and costs of FDI Government policy instruments of FDI	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> Spain's Telefonica Global Food prices	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 6	<b>LECTURE TOPIC: REGIONAL ECONOMIC INTEGRATION</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> Levels of economic integration The case for Regional integration Regional economic integration in Europe	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> NAFTA and Mexican trucking	8	Critical thinking and answering the	Assessment, checking the written

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	The Ecuadorean Rose industry		questions belong	answers
Week 7	<b>LECTURE TOPIC: THE FOREIGN EXCHANGE MARKET</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> The functions of the foreign exchange market Economic theories of Exchange rate determination Exchange Rate Forecasting Exchange Convertibility	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> Caterpillar The European Energy Market	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
<b>Midterm control 1</b>				
Week 8	<b>LECTURE TOPIC: THE INTERNATIONAL MONETARY SYSTEM</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> The golden standard The Bretton Woods system The collapse of the fixed exchange rate system The floating exchange regime Fixed versus floating exchange regime	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> The role of the IMF in the Global economic crises Economic Turmoil in Latvia	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 9	<b>LECTURE TOPIC: THE GLOBAL CAPITAL MARKET</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> Benefits of the Global market Eurocurrency market Global bond market Global equity market Foreign exchange risk and the cost of the capital	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> Anatomy of Currency Crises Russian Ruble crises and its aftermath	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 10	<b>LECTURE TOPIC: THE STRATEGY OF</b>	2	Follow the	Lecturing




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	INTERNATIONAL BUSINESS		lecture and fulfill with reading list	
	Strategy and the Firm Global expansion, profitability and profit growth Cost pressures and pressures for local responsiveness	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> Hyundai and Kia Evolution of strategy at Procter & Gamble	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 11	<b>LECTURE TOPIC: THE ORGANIZATION OF INTERNATIONAL BUSINESS</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> Organizational architecture Organizational structure Control system and incentives Organizational culture Synthesis: strategy and architecture Organizational change	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> The Evolution of Organization at Philips A decade of organizational change at Unilever	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 12	<b>LECTURE TOPIC: ENTRY STRATEGY AND STRATEGIC ALLIANCES</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> Basic entry decisions Tesco's international growth strategy Entry modes Selecting an entry mode Greenfield venture or acquisition strategic alliances	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> Coca-cola IKEA	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 13	<b>LECTURE TOPIC: EXPORTING, IMPORTING AND COUNTERTRADE</b>	2	Follow the lecture and fulfill with	Lecturing

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			reading list	
	<b>Seminar plan:</b> Improving export performance Exporting with a little government help Export and import financing. Countertrade	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> JCB in India MD international	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 14	<b>LECTURE TOPIC: GLOBAL MARKETING AND R&amp;D</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> The globalization of markets and brands Market segmentation Product attributes Burberry Distribution strategy Communication strategy Pricing strategy	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>SRO: Case studies on International Businesses / Global discussions :</b> Microsoft in India The Rise of the Indian Automobile industry	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
Week 15	<b>LECTURE TOPIC: GLOBAL HUMAN RESOURCE MANAGEMENT</b>	2	Follow the lecture and fulfill with reading list	Lecturing
	<b>Seminar plan:</b> The strategic role of international HRM Staffing policy Training and management development Compensation International labor relations	2	Be prepared on given questions for seminar hours	Questions and discussions
	<b>Case studies on International Businesses / Global discussions :</b> McDonald's AstraZeneca	8	Critical thinking and answering the questions belong	Assessment, checking the written answers
<b>Midterm control 2</b>				
<b>10.</b>	<b>Evaluation</b>			
<b>Assessment in letters</b>	<b>Digital equivalent points</b>	<b>In percentage</b>	<b>Description of evaluations (exact criteria)</b>	

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A	4,0	95-100	
A-	3,67	90-94.9	
B+	3,33	85-89.9	
B	3,0	80-84.9	
B-	2,67	75-79.9	
C+	2,33	70-74.9	
C	2,0	65-69.9	
C-	1,67	60-64.9	
D+	1,33	55-59.9	
D	1,0	50-54.9	
FX	0,5	25-49	
F	0	0-24	

<b>11.</b>	<b>Training materials</b> (use full title and specify where literature, texts/materials may be available)		
	<b>Textbooks, tutorials, monographs</b>	Charles W.L. Hill, International business: Competing in the global marketplace, 2013 Paul Krugman and Maurice, International economics. 2005 Feenstra and Taylor, International economics, 2010	
	<b>Electronic resources, including but not limited to databases, animations, simulations, professional blogs, websites, other electronic references (e.g. video, audio, digests)</b>	<a href="http://www.worldbank.org">www.worldbank.org</a> <a href="http://www.imf.org">www.imf.org</a> <a href="http://www.unctad.org">www.unctad.org</a>	
	<b>Electronic textbooks</b> (specify link)	Charles W.L. Hill, International business: Competing in the global marketplace, 2013 Paul Krugman and Maurice, International economics. 2005 Feenstra and Taylor, International economics, 2010	
<b>12.</b>	<b>Expectations from the discipline /Academic Policy</b>		
	<p>The course international business teaches the perspectives in world economy, as a place and a role of the international economic relations of separate regions and the foreign countries.</p> <p>Objectives of the discipline –let the master’s to understand the international business and theory of international trade, and the globalization and role of international institutions. Global exchange market and FDI. National and international differences in political, cultural, and social aspects and their effect in external trade operations.</p> <p>The content of the discipline comes primarily to the study of Globalization. National differences in political economy and economic development. Differences in culture and ethics in international business. International trade theory and the political economy of international trade. Foreign direct investment. Regional economic integration. The foreign exchange markets. The international monetary system. The global capital markets. The strategy of international business. The organization of international business. Entry strategy and strategic alliances. Exporting, importing and countertrade. Global marketing and R&amp;D. Global human resource management.</p>		
<b>13.</b>	<b>Academic honesty</b>		
	Plagiarism and other forms of academic dishonesty are unacceptable. (See Academic honesty policy)		