

Course (KQ03105): (INTERNATIONAL BUSINESS)

1. General information

- Term: 7
- Credits: **Total credits 2 (Lecture: 2 – Practice: 0)**
- **Self-study: 6** credits
- Credit hours for teaching and learning activities: 30 hrs
- Self-study: 90 hrs.
- Department conducting the course:
 - Department: Marketing
 - Faculty: Accounting and Business Management
- Kind of the course:

Foundation <input type="checkbox"/>		Fundamental <input type="checkbox"/>		Option 1 <input type="checkbox"/>		Option 2 <input checked="" type="checkbox"/>	
Compulsory	Elective	Compulsory	Elective	Compulsory	Elective	Compulsory	Elective
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- Prerequisite course(s): none

2. Course objectives and expected learning outcomes

*** Course objectives:**

- Knowledge: The module aims to provide students with basic knowledge of international business such as the differences between countries in the world in terms of business environment, some international institutions, international trade and direct investment, foreign marketing, international financial markets, strategic choices and international business forms.
- Skills: The module aims to train learners in teamwork, communication and identification of issues of concern from case studies in international business
- Attitude: The course provides students with attitudes toward lifelong learning.

*** Course expected learning outcomes**

Notation	Course expected learning outcomes After completing this course, students are able to:	PLO performance criteria
Knowledge		
CELO_1	Apply knowledge about international business in the world market	1.2
CELO_2	Identify different factors that enhance the efficiency of international business	3.3
Skills		
CELO_3	Build good relationships in a group working to achieve mutual goals	4.2
CELO_4	Have good behavior in a group working in a different environment and respect other culture	5.2
Attitude		
CELO_5	Perform the spirit of lifelong learning	10.2

3. Course description

Brief description of the course: This course provides students with knowledge and skills in international business, the ability to conduct research regarding issues in international business.

4. Teaching and learning & assessment methods

CELOs	CELO1	CELO2	CELO3	CELO4	CELO5
Teaching and learning					
Lecturing	x	x	x	x	x
Progress Assessment					
Rubric 1: Attendance (10 %)					x
Rubric 2: Exercises/Discussion/Answer questions (10 %)	x	x			x
Rubric 3: Group presentation (20%)			x	x	
Final exam (60%)	x	x			x

5. Student tasks

- Attendance: All students attending this session must attend at least 75% of the class periods, and actively participate in discussions during class hours.
- Preparation for the lecture: All students attending this session must read reference books according to the contents of the syllabus before going to class.
- Exercises/discussion: All students attending this module must complete the exercises of chapters and additional practical debate.
- Group presentation: All students must participate in a group presentation.
- Final exam: All students must participate in final exams.

6. Textbooks and references

** Textbooks/Lecture Notes:*

Chu Thị Kim Loan (2021). Bài giảng Kinh doanh Quốc tế. NXB HVNNVN.

** Additional references:*

Bùi Lê Hà và cộng sự (2001). Quản trị kinh doanh quốc tế. NXB Thống Kê.

Phạm Thị Hồng Yến (2012). Giáo trình Kinh doanh Quốc tế. NXB Thống Kê

7. Course outline

Week	Content	Course expected learning outcomes
1	Chapter 1: Overview of international business	
	A/ Main contents: (3 hours) Theory: (2,5 hours) 1.1. General information of international business 1.2. Objects and contents of the course Seminar/Discussion/E-learning: (0,5 hours) Distinguish the difference between international business and domestic business	K1
	B/ Self- study contents: (9 hours) Read the lecture and briefly answer the questions asked by the instructor Select an international company and learn about its international business activities	K1, K5

	The status of Vietnam's participation in the international capital market	
	B/ Self- study contents: (12 hours) Read the lecture and answer briefly the questions asked by the lecturer Description of FOREX activities of a Vietnamese bank Working group	K2, K3, K4, K5
6 &7	Chapter 6. Strategy and organizational structure of the international business company	
	A A/ Main contents:: (3,5 hours) Theory: (3,0 hours) 6.1. International business strategy 6.2. Organizational structure of the international business company Seminar/Discussion/E-learning: (0,5 hours) International business strategy and organizational structure of an specific international business enterprise.	K2
	B/ Self- study contents: (10,5 hours) Read the lecture and answer briefly the questions asked by the lecturer Learn about international strategy and organizational structure of an international company	K2, K3, K4, K5
8 &9	Chapter 7. Entering foreign market	
	A/ Tóm tắt các nội dung chính trên lớp: (5 hours) Theory: (4 hours) 7.1. Exporting and 7.2. Contracts 7.3. Foreign investment Seminar/Discussion/E-learning: (1 hours) Compare between licensing and franchising	K2
	B/ Self- study contents: (15 hours) Read the lecture and answer briefly the questions asked by the lecturer Find out how an Vietnamese enterprise penetrate the world market Working group	K2, K3, K4, K5
10	The groups present the content of the essay	K1, K2, K5, K6
	A/ Main contents:: (3 hours) The groups present: (2 hours) Discussion: (1 hours)	