### Course (KQ03105): (INTERNATIONAL BUSINESS)

## 1. General information

- o 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
- $\circ$  Kind of the course:

Foundation		Fundamental		Option 1		Option 2 $\boxtimes$	
Compulsory	Elective	Compulsory	Elective	Compulsory	Elective	Compulsory	Elective
							$\mathbf{X}$

## • 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	<b>Course expected learning outcomes</b> 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.

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

#### 4. Teaching and learning & assessment methods

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

	Chapter 2. Environment of International Business	
	A/ Main contents:: (4 hours)	
2 &3	<b>Theory:</b> (3,5 hours)	
	2.1. Cultural environment	
	2.2. Political and legal environment	
	2.3. Economic factors	
	2.4. Competitive environment	K1
	2.5. Analyzing the impact of the international business environmen	
	Seminar/Discussion/E-learning: (0,5 hours)	
	List factors of the international business environment	
	Divide the members into groups to prepare for essays/reports	
	<b>B</b> / <b>Self- study contents</b> : (12 hours)	
	What is the international business environment? List the elements of	K3, K4, K5
	the international business environment. Learn about some international	
	institutions	
	<i>Chapter 3.</i> International financial and economic organizations	
	A/ Main contents:: (3 hours)	
	Theory: (2 hours)	K1
	3.1. WTO	
	3.2. EU	
	3.3. ASEAN	
	3.4. IFM và WB	
3	Seminar/Discussion/E-learning luận: (1 hours)	
	Opportunities and challenges for businesses when Vietnam joins the	
	WTO and signs the EVFTA agreement	
	<b>B</b> / <b>Self- study contents</b> : (9 hours)	
	Read the lecture and briefly answer the questions asked by the	
	instructor Learn about some international institutions such as WTO,	K1, K3, K4,
	ASEAN, EU and List challenges and opportunities for businesses	K5
	when Vietnam joins these international organizations	
	Chapter 4. International trade and foreign direct investment	
	A/ Main contents:: (4,5 hours)	
	<b>Theory:</b> (4 hours)	
	4.1. International trade	
	4.2. Foreign direct investment	K1
4.0.7	Seminar/Discussion/E-learning: (0,5 hours)	
4 & 5	What is the difference between foreign direct investment and	
	international trade?	
	<b>B/ Self- study contents</b> : (13,5 hours)	
	Read the lecture and summarize the key contents according to the	K1, K3, K4,
	teacher's questions	K1, K3, K4, K5
	Learn about the policy tools that the government of a particular	KJ
	country has/is using to intervene in international trade or FDI	
	Chapter 5. Financial markets for international business	
	A/ Main contents: (4 hours)	
5 &6	Theory: (3,5 hours)	
	5.1. General information about financial markets	
	5.2. International capital market	K2
	5.3. Forex market	
	Seminar/Discussion/E-learning: (0,5 hours)	

		1
	The status of Vietnam's participation in the international capital	
	market	
	B/ Self- study contents: (12 hours)	K2, K3, K4,
	Description of FOREX activities of a Vietnamese bank	K5
	Working group	
	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	K2
6 &7	Seminar/Discussion/E-learning: (0,5 hours)	
	International business strategy and organizational structure of an	
	specific international business enterprise.	
	<b>B/ Self- study contents:</b> (10,5 hours)	
	Read the lecture and answer briefly the questions asked by the lecturer	K2, K3, K4,
	Learn about international strategy and organizational structure of an	K5
	international company	
	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	W2
8 & 9	7.3. Foreign investment	K2
	Seminar/Discussion/E-learning: (1 hours)	
	Compare between licensing and franchising	
	B/ Self- study contents: (15 hours)	
	Read the lecture and answer briefly the questions asked by the lecturer	K2, K3, K4,
	Find out how an Vietnamese enterprise penetrate the world market	K5
	Working group	
	The groups present the content of the essay	
	A/ Main contents:: (3 hours)	
10	The groups present: (2 hours)	K1, K2, K5,
	Discussion: (1 hours)	K1, K2, K3, K6
		110