



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



**Ramon Llull University, IQS School of Management - Barcelona
Catholic University of the Sacred Heart - Milan
Franklin University Switzerland - Lugano
Forum-Nexus Program
Undergraduate Division**

Course Syllabus

**LUX 376-01
International Business: Multidisciplinary perspectives
with an emphasis on luxury goods**

Introduction

The nature of business in the 21st century requires professionals around the world to take their business and marketing function to a new level. Having to compete in a globalized business environment characterized by an increase in transparency, proliferation of brands, fragmentation of media, and a changing of stakeholder expectations around the world, business owners are facing considerable challenges. At the same time, technological innovations, the reduction of trade and investment barriers around the world, and the unequalled access to global markets provide companies today with unprecedented opportunities to market their products internationally.

Course Description

This course presents a systematic overview of international business and marketing, with an emphasis on the luxury goods industry. As the world becomes more integrated, a solid understanding of international business concepts and their associated implications has become essential for corporate decision-making. This course provides a thorough exploration of the key dimensions of the international business environment, including political, social, economic, legal, and cultural issues. Through practical case studies, team projects, and visits to leading European organizations, students will be exposed to the actual implementation of the topics covered in class. Students will be able to acquire a current, hands-on perspective on international business, with a particular geographic emphasis on the European Union.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Develop a solid understanding of the foundations of international business and the cultural context for managing in diverse international environments
2. Identify the key economic, political, and social factors that influence the rapidly changing product and service markets around the world
3. Examine the strategies and structures that firms adopt in order to compete effectively in the international business arena
4. Discuss the growing importance of internet technologies and online social networks on global product

- and service markets and the international marketing strategy
5. Describe the planning, personnel, and corporate organizational structure necessary to implement a successful global strategy
 6. Examine the policies and practices of multinational corporations regarding ethics, social responsibility, and the environment
 7. Understand the past, present, and future of the European Union and the numerous opportunities it offers for international business
 8. Become familiarized with the rapidly growing European luxury goods industry and the policies of the leading luxury brands

Course Requirements

The course requires active student participation. Students are expected to read the required materials before every class. Punctual attendance is required. There will be a midterm exam, a final exam, a group project and a final presentation. Each student is required to participate in professional visits and cultural visits, as well as the International IQ Seminar.

Teaching Procedures and Methodology

Teaching methods used in this course include lectures, discussions, assignments, and professional and cultural visits. Learning in this course requires the student's constructive participation and active involvement in both class discussions and small group discussions. The professional visits will expose the participants to different aspects of the class and will highlight the practical relevance of the concepts learned. Cultural visits enhance the students' understanding of the history and culture of the country.

Attendance Policy

Students are permitted to miss class only once, due to illness, injury, or another appropriate reason. Missing more than once may result in a letter grade deduction for every additional absence.

Participation in "Europe Today: An International IQ Seminar"

All students also attend **Europe Today: An International IQ Seminar**, a daily session conducted by the Program Director, Dr. Hugo Hervitz. In this seminar, students learn about the culture of each country, gain an understanding of essential European geography and current events, discuss their experiences and cross-cultural interactions, get language tips, and identify ways to have an even more immersive study abroad experience. The material covered in the seminar complements the syllabus for this course, and there will be some exam questions based on the seminar. Participation in the International IQ Seminar is factored into the grade for this course.

Required Textbook

International Business: Competing in the Global Marketplace, 13th ed.
by Charles Hill
Kindle edition
McGraw Hill, 2020

Additional Reading

Additional articles covering current international business and marketing will be distributed by the instructor throughout the course.

Components of Final Grade

Midterm exam	20%
Final exam	30%
Group project	20%
Presentation	10%
Class participation	10%
International IQ Seminar	10%

Grading Scale

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9%	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

Course Outline

- Module 1: Globalization and international business (Ch. 1)
- Module 2: The importance of cultural differences (Ch. 4)
- Module 3: Differences in the political, economic, and legal environments (Chs. 2,3)
- Module 4: Global marketing and business analytics (Ch. 18)
- Module 5: Exporting and Importing (Ch. 16)
- Module 6: International business strategy (Chs. 13,14,15)
- Module 7: Ethics, social responsibility, and sustainability (Ch. 5)
- Module 8: International trade theory and policy, and regional integration (Chs. 6,7,9)
- Module 9: Foreign exchange markets (Ch. 10)

Schedule of Classes and Visits

The detailed schedule of classes, professional visits, and suggested cultural visits for each session will be available online at www.forum-nexus.com/schedules

Please note that this course will be offered as a Section 01 class.

Academic Integrity

Ramon Llull University, Franklin University Switzerland, and the Catholic University of the Sacred Heart place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.