



SELF PROGRAM 2022/2023

International Business and distribution

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Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 3 hours

Teaching period: spring semester 2023

Course description:

In this course we will focus on the following business phenomena :

- The movement of goods from one country to another (exporting, importing, trade)
- Contractual agreements that allow foreign firms to use products and services, and processes involving other nations (licensing, franchising)
- The formation and operations of sales, manufacturing, research and development, and distribution facilities in foreign markets

The study of international business and distribution involves understanding the effects that the above activities have on domestic and foreign markets, countries, governments, companies,

and individuals. Successful international businesses recognize the diversity of the world marketplace and are able to cope with the uncertainties and risks of doing business in a continually changing global market.

Different strategic approaches for companies and organizations involve different functional decision-making. We can distinguish :

- Multi-domestic companies with independent subsidiaries that act as domestic firms;
- Global operations with integrated subsidiaries;
- A combination of the two

The challenging aspect of international business, however, is that many firms combine aspects of both multi-domestic and global operations:

Multi-domestic – A strategic business model that involves promoting products and services in various markets around the world and adapting the product/service to the cultural norms, taste preferences and religious customs of the various markets.

Multinational – A business strategy that involves selling products and services in different foreign markets without changing the characteristics of the product/service to accommodate the cultural norms or customs of the various markets.

Prerequisites:

Basic knowledge of international business

Course objectives:

- To understand fundamental notions of international trade
- To examine mechanisms used in international business: distribution, licensing, franchise, Agency contracts, subsidiaries, wholesale....
- To understand how operations of sales, manufacturing, research and development are linked to the above mechanisms

Assessment:

Continuous assessment [class participation + group presentation + group work (case)]: 40%

Final exam 60%

Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise no mark will be given.

An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography:

Case studies prepared by teacher

International Business, the challenges of Globalization. John J.Wild ; Kenneth J.Wild. 11th edition.

International Business, Donald A.Hall

International Business, Charles Hill

International and Cross Cultural Business ? Jean-Claude Usunier

Note:

Students are expected to read the case studies thoroughly and be prepared with the case studies of the respective chapters for discussion during class and final examination.