INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
DOCTORAL ENTREPRENEURIAL AND MANAGEMENT DEVELOPMENT

I. COURSE TITLE: GLOBAL AND MULTINATIONAL POLICIES AND STRATEGIES IN INTERNATIONAL BUSINESS

CODE NUMBER: INBU 7100
CREDITS: 3 (Three)

II. DESCRIPTION
Formulation of policies and strategies of the business in an international context. Simulation of intercultural negotiations. Include the development of an international strategy for local business.

III. OBJECTIVES: GENERAL AND SPECIFIC
1. Compare between different policies and strategies in international business
   1.1 Differentiate between different theories of internationalization.
   1.2 Differentiate between the practices of internationalization process.

2. Evaluate intercultural negotiations
   2.1 Analyze the cultural implication on international business.
   2.2 Compare between different culture in the context of international business.

3. Apply international strategies to local business
   3.1 Compare international strategy to local business.
   3.2 Develop some international strategies to a business in Puerto Rico’s market.

4. Evaluate possible research topic(s) in international business
   3.1 Consider possible research topic(s) that need further investigation.
   3.2 Justify the need to investigate the selected research topic.
   3.3 Formulate a research question(s) with respect to the selected research topic.

IV. CONTENT
1. INTRODUCTION
   1.1 Historical review of international business
1.2 The importance of studying international business
1.3 Characteristics of international business

2. Policies and Strategies in International Business
2.1 The main policies and strategies applicable to international business.
2.2 The international business theories.
   2.2.1 Internationalization theory.
   2.2.2 The motives and determinatives of entering into international business.
2.3 The international business practices.
2.4 Foreign direct investment.

3. Culture, Negotiation, and International Business
3.1 The implication of cultural diversity on international business.
3.2 The importance of intercultural negotiation in international business success.
3.3 Simulation of intercultural negotiation in international business.

4. Apply International Strategies for Local Business
4.1 Comparison between international strategies and local business.
4.2 Lessons derived from international business to local business
4.3 The possibility to develop international strategy to local business.

5. Final Remarks
5.1 Constructing research question(s) with respect to students interests.
5.2 Considering the available data for the identified research by each student
5.3 Considering the limitations to conduct a research applicable to the selected research

V. Activities

1. Students should read the material before the discussion in class.
2. Groups of 2 or 3 students will be formulated to present and discuss some topics in class.
3. Students are required to search for some topics, literature, and financial practices in the internet to select their research questions that are part of the evaluation.

4. Presentations of the selected topics in class individually or in small groups.

VI. Evaluations
1) A free-choice topic (selected by the student and subject to the professor approval, 40%).
These topics should be analyzed in a critical manner with appropriate references. Also, should satisfy the course objectives. The minimum acceptable work is 2,500 words and the maximum not to exceed 4,000 words.
2) Presentation (20%)
3) Participation in class (10%).
4) Comprehensive final exam (30%)

VII. Resources
The following web pages are necessary to collect information about international business:
1) The Journal of Economic and Administrative Faculty-Metro:
   ceajournal.metro.inter.edu.
2) World bank
3) Security Exchange Commission (SEC)
4) Outsourcing Institute

VIII. Bibliography
A. Required References
Books

**Academic Journals**

Peterson, R.B., (2003), The use of expatriates and inpatriates in Central and Eastern Europe since the Wall came down, *Journal of World Business*.  


### B. Supplementary References


