

To whom it may concern.

This letter is to confirm the components and weighting of **International Business Economics** course at the Faculty of Economics, Universitas Islam Indonesia, namely:

Components	Weighting	Notes
Assignment	30 %	A mini project regarding Indonesian Economy, due by the last week of the course.
Midterm Exam	35 %	
Final Exams	35 %	

In holding the class, the Faculty of Economics provides general regulations that should be obeyed by both students and lecturers as follows:

a. Duration for Lecturing Program

*This subject should be given once a week in the class with a duration of 150 minutes.*

b. Total Meeting

The meeting should be performed according to the time schedule given in the table attached to this letter.

c. Class Attendance

Based on the Rector Regulation Number 33/REK/20/DA/XII/2011 on the Undergraduate Students Attendance, for students have not achieved 75% of the total scheduled meetings, cannot be able to undertake Final Exam. The lecturers may provide make up classes, which details shall be informed to the students and the academic staff,

d. Types of Examination

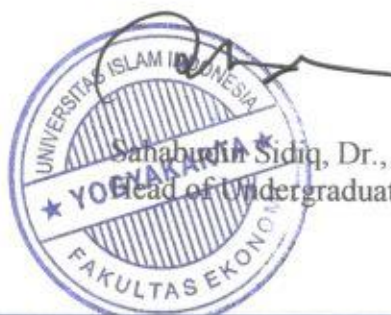
1. Mid-Semester Examination

It is a scheduled academic activity administered in the middle of the semester. Mid-semester Examination will be held in writing and scheduled in every semester,

2. Final Examination

It is a form of test administered after all semester materials have been taught to student for semester. Final examination score be avowed in numbers,

We do hope this document will sufficiently serve its intended use. Thank you  
Yogyakarta, July 19, 2019



Sahabudin Sidiq, Dr., S.E., M.A.

Head of Undergraduate Program in Economics

## SYLLABUS

Code : 31306432  
Subject : International Business Economics  
Credit : 3  
Prerequisite : International Trade Economics, International Finance Economics

### Description

The Module explores the wider business environment and the significance of major global trends. The impact upon international businesses of the global trade institutions and of governments is studied for companies of various sizes and types. Major topics include, foreign direct investment; culture and management practice, assessing the attractiveness of markets, ethics and the management of risk internationally. The decisions and issues faced by international managers are studied from the perspective of various functions including Finance, HRM, Marketing and Operations.

### Learning Outcomes

Upon completion this course the students are able to understand the nature of international business and demonstrate the developed global business perspective.

### Topics

Week	Topics
1	An Introduction to International Business
2	General Framework in International Business
3	Multinational Enterprises, Innovation, and Competitiveness
4	Political Environment
5	Cultural Environment
6	Economic Environment
7	Financial Environment
8	Midterm Exam
9	
10	Strategic Plan
11	Strategic Operations
12	Strategic Marketing
13	Strategic Finance
14	Human Resource Management Strategy
15	International Financial Management
16	International Business Practices
17	Final Exam
18	

## References

- Rugman, A.M., Collinson, S. and Hodgetts, R.M. (2016), International Business., 7<sup>th</sup> Edition, New York: Pearson Education Limited.
- Peng, M.W. (2016), Global Business, 4<sup>th</sup> Edition, Cengage Learning Inc.
- Piggott, J. and Cook, M. (2006), International Business Economics, A European Perspective, Red Globe Press.

Yogyakarta, July 19, 2019



Sanabudin Sidiq, Dr., S.E., M.A.

Head of Undergraduate Program in Economics

