



UNIVERSITAS INDONESIA  
FACULTY OF ECONOMICS AND BUSINESS  
DEPARTMENT OF ACCOUNTING  
UNDERGRADUATE PROGRAM

## SYLLABUS

### BISNIS GLOBAL (GLOBAL BUSINESS) (ACAU609104)

#### SEMESTER 1 2020-2021

No.	Lecturers	E-mail Address
<b>Regular Program</b>		
1	Emil Bachtiar S.E., M.Com	emil.bachtiar@gmail.com
2	Wasilah S.E., M.E.	wasilah_abdullah@yahoo.com
3	Miranti Kartika Dewi S.E., M.B.A., Ph.D.	miranti_k_dewi@yahoo.com
4	Vitria Indriani S.E., M.B.A./ Dr. Evony Silvino Violita S.E., M.Comm.	vitria.indriani@gmail.com/ evony.silvino@gmail.com
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<b>Extension Program</b>		
6	Dr. Evony Silvino Violita	evony.silvino@gmail.com
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Subject Code	ACAU609104
Subject Title	Global Business
Credit Value	2
Year	4
Pre-requisite/ Co-requisite/ Exclusion	Indonesian Economics Strategy and Organization Performance Management
Role and Purposes	The course contributes to the achievement of Bachelor of Economics in Accounting learning goals by providing students an opportunity to have adequate knowledge of global society (LG2). It also contributes in enabling students to be critical and reflective thinkers (LG3) and to possess some traits of professional skills



Subject Learning Outcomes	Upon completion of the subject, student will be able to: a) Students are able to demonstrate an adequate understanding of the major issues in global society 1. Analyze aspects of the global environment that affect international trade and finance b) Students are able to demonstrate understanding of local issues and its relationship to global issues 1. Able to describe the local environment in which an organization operates, including the main economic, legal, political, social, technical, c) Students are expected to be able to think critically:  1. Able to evaluate performance/adherence to procedures/ the results of policies, strategies, and systems implementation, to diagnose of a problem, and to compare options for decision making. 2. Able to show sufficient and relevant reasons and or evidence to evaluate, diagnose problems, or compare alternatives 3. Able to draw conclusions on evaluation results, to provide solutions to problems, or to provide recommendations for decisions to be taken  d) display interpersonal skills 1. Display cooperation and teamwork when working towards team goals 2. Present ideas and influence others to provide support and commitment			
Course Plan	WEEK	TOPICS	LO	READINGS
	I	<b>INTRODUCTION TO COURSES</b>  • Globalization • Globalization of Markets • Globalization of Firms (Multinational Companies) • Globalization in the Era of Trump		HWU Ch 1  G 2010  G 2011  G 2017
	II	<b>GLOBAL TRADE AND INVESTMENT ENVIRONMENT</b>  • International Trade Theory • <b>Case:</b> China “Unbalanced”	a, c, d	HWU Ch 5 - 6
	III	<b>GLOBAL TRADE AND INVESTMENT ENVIRONMENT</b>  • International Trade Theory • <b>Case:</b> Huawei and The U.S. - China Trade War	a, c, d	HWU Ch 5 - 6



	IV	<b>GLOBAL TRADE AND INVESTMENT ENVIRONMENT</b> <ul style="list-style-type: none"> <li>• International Trade Theory</li> <li>• <b>Case:</b> The Last Hegemon? US-China Relations and the Future of World Order</li> </ul>	a, c, d	HWU Ch 5 - 6
	V	<b>GLOBAL TRADE AND INVESTMENT ENVIRONMENT</b> <ul style="list-style-type: none"> <li>• International Trade Theory</li> <li>• <b>Case:</b> Covid-19: The Global Shutdown</li> </ul>	a, c, d	HWU Ch 5 - 6
	VI	<b>NATIONAL &amp; INSTITUTIONAL DIFFERENCES</b> <ul style="list-style-type: none"> <li>• <b>Case:</b> Disney: Losing Magic in the Middle Kingdom</li> </ul>	b, c, d	HWU Ch 2 - 3
	VII	<b>GLOBAL STRATEGIES - MANAGING DIFFERENCES</b> <ul style="list-style-type: none"> <li>• <b>Case:</b> Netflix: International Expansion</li> </ul>	b, c, d	G 2007
	VIII	<b>EMERGING MARKETS</b> <ul style="list-style-type: none"> <li>• <b>Case:</b> Multistrada Agro International: Non Market Strategy in Indonesia</li> </ul>	b, c, d	KP
	IX	<b>WINNING IN EMERGING MARKETS</b> <ul style="list-style-type: none"> <li>• Emerging Giants from Fast-Growing Emerging Market</li> <li>• <b>Case:</b> Tata Ace</li> </ul>	b, c, d	PK – Ch 5
	X	<b>WINNING IN EMERGING MARKETS</b> <ul style="list-style-type: none"> <li>• Globalization of Emerging Giants</li> <li>• <b>Case:</b> Big Hit Entertainment and BTS: K-Pop Reaches for a Global Breakthrough</li> </ul>	b, c, d	PK – Ch 6





Teaching/Learning Methodology	<p>This course will use case study approach of student-centered learning that provide students an opportunity to learn theoretical concepts in an applied setting. Therefore, all of the course activities will be discussing cases.</p> <p>Each case will be discussed in two stages. The first stage is discussion in groups consisting of 4-5 students. Group members will be assigned each week. The second stage, discussions will be carried out in class by each group. Each student is expected to make a contribution, both in groups and in class discussions. Further arrangements regarding the case discussion activities will be determined by each lecturer</p> <p>Finally, students will take two exams, which is mid-term and final exam. Exam questions might be written in English, but students can answer them in Bahasa Indonesia</p>																	
Assessment Method in Alignment with Intended Learning Outcomes	Assessment	% weight	Course learning outcomes to be assessed															
	Group		a	b	c	d												
	Quality of group's work	20%			v	v												
	Group Participation in Class Discussion	15%			v	v												
	Individual																	
	Individual Participation & Contribution in Group Discussion	15%			v	v												
	Mid-term exam (open book)	25%	v															
	Final exam (open book)	25%		v														
Student Study Effort Expected	<table><tr><td>Class Contacts</td><td></td></tr><tr><td>Lectures</td><td>7 Hours</td></tr><tr><td>Class Discussion</td><td>18 Hours</td></tr><tr><td>Other student study effort</td><td></td></tr><tr><td>Preparation for case discussion</td><td>30 Hours</td></tr><tr><td>Independent study</td><td>30 Hours</td></tr></table>						Class Contacts		Lectures	7 Hours	Class Discussion	18 Hours	Other student study effort		Preparation for case discussion	30 Hours	Independent study	30 Hours
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Reading List and References	Required Readings:																	



	<p>Hill, Charles W.L, Chou-Hou Wee and Krishna Udayasankar, <i>International Business</i>, 2<sup>nd</sup> Edition Mc Graw Hill. 2016 (HWU)</p> <p>Ghemawat, Pankaj, The Globalization of Markets, <i>Globalization Note Series</i>, 2010 (G2010)  <a href="http://www.aacsb.edu/~media/AACSB/Publications/CDs%20and%20DVDs/GLOBE/readings/globalization-of-markets.ashx">http://www.aacsb.edu/~media/AACSB/Publications/CDs%20and%20DVDs/GLOBE/readings/globalization-of-markets.ashx</a></p> <p>Ghemawat, Pankaj, The Globalization of Firms, <i>Globalization Note Series</i>, 2011 (G2011) can be accessed from:  <a href="http://www.ghemawat.com/management/files/AcademicResources/GlobalizationofFirms.pdf">http://www.ghemawat.com/management/files/AcademicResources/GlobalizationofFirms.pdf</a></p> <p>Ghemawat, Pankaj, Globalization in the Age of Trump of Firms, 2017 (G2017) can be accessed from: <a href="https://hbr.org/2017/07/globalization-in-the-age-of-trump">https://hbr.org/2017/07/globalization-in-the-age-of-trump</a></p> <p>Ghemawat, Pankaj, Managing Differences – The Central Challenge of Global Strategy, <i>Harvard Business Review</i>, 2007 (G2007)</p> <p>Khanna, Tarun and Krisna Palepu, Emerging Markets: Look Before You Leap, <i>IESE Insight</i>, Second Quarter, 2013 (KP)</p> <p>Palepu, Krisna and Tarun Khanna, Winning in Emerging Markets: A Roadmap for Strategy and Execution, <i>Harvard Business Publishing</i>, 2010, (PK)</p>
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