



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

**SYLLABUS  
 BISNIS GLOBAL (GLOBAL BUSINESS)  
 (ECAU609104)  
 EVEN SEMESTER 2018-2019**

<b>No.</b>	<b>Lecturers</b>	<b>E-mail Address</b>
1	Miranti Kartika Dewi S.E., M.B.A., Ph.D.	miranti_k_dewi@yahoo.com

Subject Code	ECAU609104
Subject Title	Global Business
Credit Value	2
Year	4
Pre-requisite/ Co-requisite/ Exclusion	Introduction to strategic management
Role and Purposes	The course contributes to the achievement of Bachelor of Economics in Accounting learning goals by providing students awareness of ethics and social responsibility (LG2), adequate knowledge of global society (LG3) and enabling students to apply technical competence in accounting related field (LG7). It also contributes in enabling students to be critical thinkers (LG6) and to possess some traits of professional skills (LG8)

Subject Learning Outcomes	<p>Upon completion of the subject, student will be able to:</p> <p>a) demonstrate an adequate understanding of the major issues in global society</p> <ol style="list-style-type: none"> <li>1. Describe the environment (national differences) in which an organization operates, including the main economic, legal, political, social, technical, international, and cultural forces.</li> <li>2. Identify the features of globalization, including the role of multinationals, e-commerce, and emerging markets.</li> </ol> <p>b) apply technical competence in : Business Environment, Strategy and Management</p> <ol style="list-style-type: none"> <li>1. Analyze aspects of the global environment that affect international trade and finance</li> <li>2. Identify global strategies for multinationals and emerging market companies</li> </ol> <p>c) demonstrate knowledge of relevant social and ethical considerations</p> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge of ethics in decision making</li> </ol> <p>d) argue and draw conclusion on an issue based on supportive evidence</p> <ol style="list-style-type: none"> <li>1. Analyze problems</li> <li>2. Justify an argument or solution with supporting evidence/relevant references</li> <li>3. Recommend alternative solutions/decisions/bottom line evaluations</li> </ol> <p>e) display interpersonal skills</p> <ol style="list-style-type: none"> <li>1. Display cooperation and teamwork when working towards team goals</li> <li>2. Present ideas and influence others to provide support and commitment</li> </ol> <p>f) display personal skills</p> <ol style="list-style-type: none"> <li>1. Demonstrate commitment to lifelong learning</li> </ol> <p>g) display Organizational skills</p> <ol style="list-style-type: none"> <li>1. Review own works and that of others to determine whether it complies with class' quality standards</li> </ol>			
Course Plan	WEEK	TOPICS	LO	READINGS
	I	<p><b>INTRODUCTION TO COURSES</b></p> <ul style="list-style-type: none"> <li>• Globalization</li> <li>• Globalization of Markets</li> <li>• Globalization of Firms (Multinational Companies)</li> <li>• Globalization in the Era of Trump</li> </ul>	a2	<p>HWU Ch 1</p> <p>G 2010</p> <p>G 2011</p> <p>G 2017</p>

	II	<b>GLOBAL TRADE AND INVESTMENT ENVIRONMENT</b> <ul style="list-style-type: none"> <li>• International Trade</li> <li>• <b>Case:</b> China Export: Unstoppable Competitor?</li> </ul>	b1, d,e,g	HWU Ch 5 - 8
	III	<b>GLOBAL MONETARY SYSTEMS</b> <ul style="list-style-type: none"> <li>• Foreign Exchange Market</li> <li>• Global Capital Market</li> <li>• <b>Case:</b> The Asian Financial Crisis: Indonesia and The Currency Board Proposal</li> </ul>	b1, d,e,g	HWU Ch 9 - 11
	IV	<b>NATIONAL &amp; INSTITUTIONAL DIFFERENCES</b> <ul style="list-style-type: none"> <li>• <b>Case:</b> IKEA in Saudi Arabia (A)</li> </ul>	a1, d,e,g	HWU Ch 2 - 3
	V	<b>NATIONAL &amp; INSTITUTIONAL DIFFERENCES</b> <ul style="list-style-type: none"> <li>• <b>Case:</b> We Are So Sorry: Sedang Prestige Resort</li> </ul>	a1, d,e,g	HWU Ch 2 - 3
	VI	<b>GLOBAL STRATEGIES - MANAGING DIFFERENCES</b> <ul style="list-style-type: none"> <li>• <b>Case:</b> L'Oreal, Global Brand, Local Knowledge</li> </ul>	b2, d,e,g	G 2007
	VII	<b>EMERGING MARKETS</b> <ul style="list-style-type: none"> <li>• <b>Case:</b> Uber in China – Driving in the Gray Zone</li> </ul>	a2, d,e,g	KP
	VIII	<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>	B2 d,e,g	PK – Ch 5
	IX	<b>WINNING IN EMERGING MARKETS</b> <ul style="list-style-type: none"> <li>• <b>Globalization of Emerging Giants</b></li> </ul>	B2	PK – Ch 6

		<ul style="list-style-type: none"> <li>• <b>Case:</b> Haier: Taking a Chinese Company Global</li> </ul>	d,e,g	
	X	<p><b>INDONESIA GLOBAL COMPANIES</b></p> <p><b>Group Project Presentation on Globalizing Indonesian Companies</b></p>	a1,b2,d	
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 class activities will be discussing cases. All of the students are expected to prepare the case before class begin and participate in group and class discussion. Cases will be discussed in class by groups which are formed by Lectures. Groups are changed every week to give students to work with different group of people. Groups will discuss the cases based on questions given by Lectures and present the answers/results. Therefore, class activities will be groups discussion for about 1 hour, groups presentation 10-15 minutes for each group, and class discussion for 30 minutes. There will be peer assessment for individual and group contribution in discussion.</p> <p>Students are also required to submit a short weekly report about any topics beyond materials discussed in the class on their independent study. In this 2 SKS course, students are required to study independently 2 hours per week about any topics related to the course materials they are interested in.</p> <p>The groups will also be required to do one project which will focus on globalizing of Indonesia Companies. Each group should choose one of Indonesia companies which involved in global business and learn actual practice of global business by visiting and interviewing management about their strategy and problems especially in managing differences. Each group will be required to prepare short report, 8-15 pages, which consists company profiles, their competitive position in Indonesia and destination countries, their strength, weaknesses, opportunity, and threat when they went global, their strategy and problems in managing differences among their destination countries. The report should be submitted on week 9 and will be assessed based on its content (especially for learning outcomes a1 and b2) and critical thinking. Three of the best group reports will be presented and shared on week 10.</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	intended learning outcomes to be assessed																			
			a1	a2	b1	b2	d	e	f	g												
	<b>Group</b>																					
	Group Weekly Presentation & Contribution	15%	v	v	v	v	v															
	Final Project	10%	v			v	v															
	<b>Individual</b>																					
	Individual Participation & Contribution in Group Discussion	15%						v		v												
	Weekly Report – Independent study	10%							v													
	Mid-term exam (open book)	25%	40 %	20 %	40 %																	
	Final exam (open book)	25%		25 %		75 %																
Student Study Effort Expected	<table border="1"> <tr> <td>Class Contacts</td> <td></td> </tr> <tr> <td>Lectures</td> <td>2.5 Hours</td> </tr> <tr> <td>Class Discussion</td> <td>22.5 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	2.5 Hours	Class Discussion	22.5 Hours	Other student study effort		Preparation for case discussion	30 Hours	Independent study	30 Hours
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Reading List and References	<p>Required Readings:</p> <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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