



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

SYLLABUS

BISNIS GLOBAL (GLOBAL BUSINESS) (ECAU609104)

SEMESTER 1 2019-2020

No.	Lecturers	E-mail Address
1	Dr. Evony Silvino Violita S.E., M.Comm.	evony.silvino@gmail.com
2	Miranti Kartika Dewi S.E., M.B.A., Ph.D.	miranti_k_dewi@yahoo.com
3	Emil Bachtiar S.E., M.Com / Vitria Indriani S.E., M.B.A.	emil.bachtiar@gmail.com / vitria.indriani@gmail.com

Subject Code	ECAU609104
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) and enabling students to apply technical competence in accounting related field (LG5). It also contributes in enabling students to be critical thinkers (LG3) and to possess some traits of professional skills (LG6)

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"> 1. Describe the environment (national differences) in which an organization operates, including the main economic, legal, political, social, technical, international, and cultural forces. 2. Able to identify the features of globalization, including the role of multinationals, e-commerce, and emerging markets. <p>b) prepare and analyze information for managerial decision making:</p> <ol style="list-style-type: none"> 1. Analyze aspects of the global environment that affect international trade and finance <p>c) Students are expected to be able to argue and draw conclusion on an issue based on supportive evidence</p> <ol style="list-style-type: none"> 1. able to identify problems (case situations) 2. able to analyze problems (cases) 3. Able to demonstrate to justify an argument or solution with supporting evidence/relevant references 4. able to recommend alternative solutions/decisions/bottom line evaluations <p>d) display interpersonal skills</p> <ol style="list-style-type: none"> 1. Display cooperation and teamwork when working towards team goals 2. Present ideas and influence others to provide support and commitment <p>e) display personal skills</p> <ol style="list-style-type: none"> 1. Demonstrate commitment to lifelong learning <p>f) display Organizational skills</p> <ol style="list-style-type: none"> 1. Review own works and that of others to determine whether it complies with class' quality standards
---------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Course Plan	WEEK	TOPICS	LO	READINGS
	I	INTRODUCTION TO COURSES <ul style="list-style-type: none"> • 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	GLOBAL TRADE AND INVESTMENT ENVIRONMENT <ul style="list-style-type: none"> • International Trade Theory 	b1, d,e,g	HWU Ch 5 - 6

		<ul style="list-style-type: none"> • Case: China Export: Unstoppable Competitor? 		
	III	GLOBAL TRADE AND INVESTMENT ENVIRONMENT <ul style="list-style-type: none"> • International Trade Theory • Case: The U.S. - China Trade War 	b1, d,e,g	HWU Ch 5 - 6
	IV	GLOBAL TRADE AND INVESTMENT ENVIRONMENT <ul style="list-style-type: none"> • Regional Economic Integration • Case: Nissan and the Automotive Industry In Post Brexit Europe 	b1, d,e,g	HWU Ch 8
	V	GLOBAL MONETARY SYSTEMS <ul style="list-style-type: none"> • Foreign Exchange Market • Global Capital Market • Case: The Asian Financial Crisis: Indonesia and The Currency Board Proposal 	b1, d,e,g	HWU Ch 9 - 11
	VI	NATIONAL & INSTITUTIONAL DIFFERENCES <ul style="list-style-type: none"> • Case: We Are So Sorry: Sedang Prestige Resort 	a1, d,e,g	HWU Ch 2 - 3
	VII	GLOBAL STRATEGIES - MANAGING DIFFERENCES <ul style="list-style-type: none"> • Case: Netflix: International Expansion 	a1, d,e,g	G 2007
	VIII	EMERGING MARKETS <ul style="list-style-type: none"> • Case: Multistrada Agro International: Non Market Strategy in Indonesia 	a2, d,e,g	KP
	IX	WINNING IN EMERGING MARKETS <ul style="list-style-type: none"> • Emerging Giants from Fast-Growing Emerging Market • Case: Tata Ace 	a2, d,e,g	PK – Ch 5

	X	WINNING IN EMERGING MARKETS <ul style="list-style-type: none"> • Globalization of Emerging Giants • Case: Uniqlo: Re-examining American Expansion 	a2 d,e,g	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 class activities will be discussing cases. 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 case briefing for 15 minutes, groups discussion for about 1 hour, groups presentation class discussion for about 1 hour, and case conclusion 15 minutes. There will be peer assessment for individual, group case analysis, and group contribution in class 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>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	c	d	e	f
	Group								
	Group Case Analysis	12,5%	v	v	v	v			
	Group Participation in Class Discussion	12,5%	v	v	v	v			
Individual									
Individual Participation & Contribution in	15%					v		v	

	Group Discussion (peer assessment)									
	Weekly Report – Independent study	10%						v		
	Mid-term exam (open book)	25%		100%						
	Final exam (open book)	25%	40%		60%					
Student Study Effort Expected	Class Contacts									
	Lectures									7 Hours
	Class Discussion									18 Hours
	Other student study effort									
	Preparation for case discussion									30 Hours
	Independent study									30 Hours
Reading List and References	<p>Required Readings:</p> <p>Hill, Charles W.L, Chou-Hou Wee and Krishna Udayasankar, <i>International Business</i>, 2nd Edition Mc Graw Hill. 2016 (HWU)</p> <p>Ghemawat, Pankaj, The Globalization of Markets, <i>Globalization Note Series</i>, 2010 (G2010) http://www.aacsb.edu/~media/AACSB/Publications/CDs%20and%20DVDs/GLOBE/readings/globalization-of-markets.ashx</p> <p>Ghemawat, Pankaj, The Globalization of Firms, <i>Globalization Note Series</i>, 2011 (G2011) can be accessed from: http://www.ghemawat.com/management/files/AcademicResources/GlobalizationofFirms.pdf</p> <p>Ghemawat, Pankaj, Globalization in the Age of Trump of Firms, 2017 (G2017) can be accessed from: https://hbr.org/2017/07/globalization-in-the-age-of-trump</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>									