



MATARAM UNIVERSITY

Course Syllabus

BUSINESS MANAGEMENT (LISP 1013)

International Program

5 ECTS

1. Course Description

This course provides in-depth knowledge of the theories and underlying concepts, tools and models used in business management practices. The course demonstrates useful models and concepts for professional decisions in managing international business operations. The main topics in this course are outlined below.

2. Objective

The course is aimed at improving students' analytical and managerial skills to critically assess management of business environment and apply models/tools in problem solving in complex and dynamic international market challenges.

3. Teaching Method

Combination of lecture and interactive discussion.

4. Assessment Method

Assignments and final test.

5. References

- Cateora, P.R., Graham, J. And Gilly, M. 2016, International Marketing Ed. 13, MCGraw Hill Irwin
- Keegan, Warren J., 2015, Global Marketing, 8Th ed, Prentice Hall, Inc
- Hollensen, Svend, 2014, Global Marketing, 6th Edition, Prentice Hall (H)
- Czinkota, M. and Ronkainen, I., 2013, 11 ed., Routledge
- International Journal of Management Case, 2011, vol 13, issue 1 - 4

6. Lecturer

Sulhaini, SE., M.Sc., Ph.D.

7. Lesson Plan

Week	Topics and sub Topics
1	Business and Management Strategy and Orientations
2	Business environment: economical factors
3	Management environment: cultural factors
4	International Business and Management environment: political and legal factors
4	Segmenting, Targeting and Positioning
5	Product and brand decisions
6	Pricing decisions
7	International payment and currency choices
8	Mid term
9	International logistic and marketing communication
10	Selling and negotiating
11	Global Strategic Partnership
12	Internationalisation: the learning process
13	Exporting and importing
14	Value creation in international business
15	Group project
16	Final test

8. Workload

	Weeks per Semester																Total Hours
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Independent work																	
<i>Homework/assignment</i>		2	2	2	2	2	2		2	2	2	2	2	2	2	2	26
<i>Exam preparation</i>							5								5		10
<i>Company visits</i>												5					5
<i>Presentation (cases/assignment)</i>		1	1	1	1	1	1		1	1	1	1	1	1			12
<i>Preparation for class</i>	2	2	2	2	2	2	2		2	2	2	2	2	2	2		28
<i>Follow-up for class</i>	1	1	1	1	1	1	1		1	1	1	1	1	1	1		14
<i>Course evaluation</i>															2		2
<i>Group project</i>															10		10
																	107
<i>Hours of Exam</i>								2								2	4
<i>Mandatory class attendance</i>	2	2	2	2	2	2	2		2	2	2	2	2	2	2		28

TOTAL WORKLOAD PER COURSE (HOURS): 139

TOTAL ECTS: 5