

Course Outline

Virtual Exchange Spring Semester 2026

Course Title: International Business

Number of ECTS-Credits: 3 ECTS

Format of the course:

- synchronous online course (FIX timeslots)
- asynchronous online course (NO fix timeslots)
- mix of synchronous and asynchronous online course
- synchronous hybrid course (students can choose online OR on campus in FIX timeslots)
- asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)
- mix of synchronous and asynchronous hybrid course
- other, namely:

Number of Students accepted

- Total number of students is limited
- Total number of students is unlimited
- Total number of virtual exchange students is limited to 10
- Total number of virtual exchange students is unlimited

Responsible lecturer: Anya Nikoulina

Link to lecturer's profile at FHNW: <https://www.fhnw.ch/de/personen/anya-nikoulina>

Table of Contents

1. Course content.....	3
2. Learning objectives	3
3. Prior knowledge and entry requirements.....	4
4. Course structure and dates	4
5. Assessment	4
6. Literature.....	4
7. Grading	4

1. Course content

This module introduces students to the foundations of international business, with a strong emphasis on how effective communication supports success in global markets. The module focuses on key IB concepts: globalization and de-globalization, international trade dynamics, tariffs, quotas, and non-tariff barriers, and the strategic decisions firms make when entering foreign markets. Students will explore institutional influences, foreign direct investment, and compare internationalisation strategies using tools like the FSA-CSA matrix and the eclectic paradigm. Communication in relation to international business is approached as cross-cultural communication - developing awareness of how cultural values and communication styles influence internal collaboration within multinational enterprises (MNEs) and engagement with external stakeholders across diverse regions. Through discussion and interactive exercises, students will build practical skills to navigate language and cultural differences in international business contexts. This integrated approach equips students with both the knowledge and communication competence needed for careers in today's interconnected world.

2. Learning objectives

- explain the drivers and impact of institutional (de-)globalization and business internationalization on firms and the economy.
- identify and explain the impact of tariffs, quotas, and non-tariff barriers on international trade, including their effects on domestic industries, consumers, and global trade dynamics.
- compare international strategies, location choice and entry modes using the FSA-CSA matrices and the eclectic paradigm.
- explain the importance of corporate responsibility, political risk management, and stakeholder engagement in global markets.
- explain the importance of cross-cultural communication for international business success.
- explain the importance of internal and external cross-cultural communication for international business success.
- analyse international business scenarios to enable decision making
- evaluate the relevance of cultural identities and values to strategic international business decision-making and communicating
- communicate international business analyses and recommendations for decision makers effectively
- take responsibility for analysing complex international business issues and making informed decisions that consider ethical, political, cultural and other relevant factors.

- reflect on and adjust their communication style to build trust and overcome barriers in high- and low-trust cultures.

Goals related to intercultural and international aspects of the topic

- Explain and evaluate how cultural dimensions influence international business strategies, communication, and decision-making in global markets.
- Collaborate effectively in multicultural teams to analyse and solve international business challenges, demonstrating adaptability, intercultural awareness, and reflection on personal communication style and cultural orientation.

3. Prior knowledge and entry requirements

- As this module requires participants to be able to discuss complex issues fluently, a good level of English is required min. B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent
- There are no further formal entry requirements for this course.

4. Course structure and dates

Wednesday, 17:30-19:00 plus two additional dates on Tuesday and Thursday for COIL experience

5. Assessment

- Assessment with (online) presentation, report, groupwork, test etc. during semester
- Final written test on campus can be replaced for remote students with an additional assignment
- Final written test on campus can be replaced for remote students with oral testing

6. Literature

Collinson, S., Narula, R., Qamar, A., & Rugman, A.M. (2024). International Business. 9th ed. Harlow: Pearson.

7. Grading

- Pass-fail
- According to swiss grading system (see below)

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail