

Course title: International Business and Global Politics

Professors: Francisco J. Granados and Andrea Noferini

Professors' contact and office hours: fgranados@ibei.org ,
andrea.noferini@upf.edu by appointment

Course contact hours: 45

Recommended credit: 6 ECTS credits

Course prerequisites: There are no pre-requisites for the course. Fundamentals in business and economics, international relations and political science are welcomed but not compulsory.

Language of instruction: English

Language requirements: Recommended level in the European Framework B2 (or equivalent: Cambridge Certificate)

Course description:

International political affairs and global political processes crucially affect international business. This course examines the challenges and opportunities that firms operating internationally currently face and the business strategies they apply in their adaptation to a changing international political context. The course also considers the role of business in shaping the political agendas of national governments and international organizations. The focus is on current political and business affairs, although some topics will be also examined from a historical perspective. The first part of the course reviews important contemporary developments in the international economy and their relationship to fundamental domestic and international political processes. It also provides some conceptual background both on economic policies particularly relevant to international business and several key international management topics. The second part of the course explores a set of current international political processes affecting international business. These topics illustrate the arguments and concepts learned in first part of the course, offering also specific explorations of the relationship between politics and international business. Whereas the first part of the course mostly relies on academic literature, the second one is mainly based on current international news on the topics considered, opinion articles and Internet resources such as documentary videos.

Key words: international business; international and domestic politics; international relations; world economy; economic policies; business management.

Course focus and approach:

The course focuses on the relationship between international business and international politics. The first part of the course considers key international economics and business topics and their relationship with international and domestic politics, including aspects referred to the 2030 Agenda. The second part of the course explores a set of current international political processes affecting international

business. The course topics are approached considering their historical, political, socioeconomic and managerial facets, emphasizing the international aspects of the topics but also considering their relationship with domestic national processes.

Learning objectives:

Upon completing the course, students should:

- a) Learn about fundamental aspects of the complex relationship between international business and politics, identifying them in a set of currently relevant international political processes.
- c) Learn about international economic policies highly relevant to international business.
- b) Realize about the challenges and opportunities firms that operating internationally can face and understand the business strategies they can apply to adapt themselves to a changing international political context.
- d) Understand the role of businesses in the definition and implementation of political agendas; particularly, their contribution to implement the 2030 Agenda.

Course workload:

Students are expected to prepare the classes with the readings and video-resources assigned for each topic and participate actively in class. Students will prepare a group essay about an international business case (referring to a firm/s, industry or economic sector) they find particularly interesting to illustrate, analyze and further consider some of the course topics. Students learning of the course content will be also evaluated with a mid-term and a final exam consisting of multiple choice and short answer questions.

Teaching methodology:

The format of the course is based on lectures by the course instructors. Students are expected to complement the lectures with the prescribed readings, inquire about the arguments presented in the lectures and actively participate in class discussions. Students are encouraged to follow international news related to the course topics and inform the course instructors about this task (which will count as part of their class participation grade). The lectures will be complemented with sets of summary slides. Whereas the first part of the course mostly relies on academic literature, the second one is mainly based on current international news on the course topics, opinion articles and Internet resources such as documentary videos and open data webpages.

Assessment criteria:

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| • Class participation | 15% |
| • Group essay and its class presentation | 35% |
| • Mid-term exam | 25% |
| • Final exam | 25% |

Absence policy:

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student's final grade as follows:

Absences	Penalization
Up to two (2) absences	No penalization
Three (3) absences	1 point subtracted from final grade (on a 10-point scale)
Four (4) absences	2 points subtracted from final grade (on a 10-point scale)
Five (5) absences or more	The student receives an INCOMPLETE ("NO PRESENTADO") for the course

The BaPIS attendance policy does not make a distinction between justified and unjustified absences. All absences—whether due to common short-term illnesses or personal reasons—are counted toward the total amount and cannot be excused. Therefore, students are responsible for managing all their absences.

Only in cases of longer absences—such as hospitalization, prolonged illness, traumatic events, or other exceptional situations—will absences be considered for exceptions with appropriate documentation. The Academic Director will review these cases on an individual basis.

Students must inform the Instructor and the International Programs Office promptly via email if serious circumstances arise.

Weekly schedule:

Week 1.

Globalization and deglobalization processes: from Bretton Woods to the current WTO crisis.

Week 2.

The political trilemma of the World economy: why hyper-globalization, sovereign states and democracy can't coexist.

Week 3.

Businesses and the global political agendas: the 2030 Agenda and the Paris Climate Agreement.

Week 4.

Key economic policies affecting international business: trade liberalization; tariff and non-tariff trade barriers; regional trade areas; parallel trade; currency devaluation; strategic national interests; state subsidies; intellectual property rights.

Week 5.

Key international management topics: global standardization vs. local adaptation of products and management practices; the rationale for business internalization and the setting of global alliances; moral relativism vs. moral universalism in corporate social responsibility.

Week 6.

(Current political issue affecting international business) Effect of environmentalist politics on international business: the US Inflation Reduction Act; the EU carbon border adjustment mechanism and other EU Green Deal regulations.

Week 7.

(Current political issue affecting international business) The use of tariffs to protect domestic industries: liberalization vs. protectionism in the international car industry—China, the US and the EU.

Week 8.

(Current political issue affecting international business) Foreign policy as national economic strategy: China's Belt and Road Initiative; international raw materials sourcing to gain industrial competitiveness.

Week 9.

(Current political issue affecting international business) International economic policies as leverage tool in international conflicts: economic sanctions in the Russia-Ukrainian war; security-based trade restrictions in the semi-conductor industry (China, Taiwan and the US).

Week 10.

Students' presentations of group essays.

Bibliography:

Ballor, G. A., and Yildirim, A. B. (2020). Multinational corporations and the politics of international trade in multidisciplinary perspective. *Business and Politics*, 22(4), 573-586.

Cohn, T. H., and Hira, A. (2020). *Global political economy: Theory and practice*. Routledge.

Ghauri, P., Strange, R., and Cooke, F. L. (2021). Research on international business: The new realities. *International Business Review*, 30(2), 101794.

Mikler, J., and Ronit, K. (Eds.). (2020). *MNCs in global politics: Pathways of influence*. Edward Elgar Publishing.

Rodrik, D. (2011). *The Globalization Paradox: Why Global Markets, States and Democracy Can't Coexist* (Oxford University Press)

Shenkar, O, Luo, Y. and Chi, Y. (2022). International Business (London: Routledge, 4th Edition)

Stibbe, D., Prescott, D. (2020). *The SDG Partnership Guidebook: A practical guide to building high impact multi-stakeholder partnerships for the SDGs* (The Partnering Initiative and UNDESA)

This course program version (September 2025) might be modified before the course starts.