Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Trinity Business School

International Business and the Global Economy 2026/27

MODULE CODE:	**BUU44510/B**
MODULE NAME:	**International Business and the Global Economy**
ECTS:	**10 ECTS**
Lecturers:	Mr. Nick McIlroy
E-mail:	mcilron@tcd.ie
Office Hours:	By Appointment

MODULE DESCRIPTION

This module deals with the environment in which international business decisions are made. It addresses the managerial issues arising from the international transfer of people, resources, capital and knowledge, and the critical issues that a firm and its employees encounter when engaging in international business.

Note: Some students will only attend one semester of this module (referred to hereafter as *One- Term students*), although the majority will attend both semesters (*Two-Term* students).

LEARNING AND TEACHING APPROACH

The module entails the following learning and teaching elements:

- Two one-hour lectures each week (all students)
- Preparation and Presentation of Case Studies from the recommended textbook. These presentations will be made during the Tutorial Sessions in nominated weeks of semester one (all students, in teams)
- Researching and writing up a Case Study and Teaching Note (Two-term students only, in teams)
- Reading assigned materials in the required textbook as well as an array of other required readings (all students)
- Reviewing and absorbing the lecture materials (all students)
- Preparing for two one-hour examinations (Two-term students)
- Preparing for one one-hour examination (One-term students)

MODULE-LEVEL LEARNING OUTCOMES

By the end of this module, you should have attained:

- An understanding of globalization and the forces driving this phenomenon.
- A sensitivity to different cultural, socio-economic and legal environments encountered in the international marketplace.
- An ability to formulate strategies designed to support the conduct of successful international operations in diverse contexts.
- A critical appreciation of the key factors driving international business and the global economy and that distinguish the conduct of international business.

RELATION TO DEGREE

This module provides an overview of the means of conducting international business, with an emphasis on what makes international business different from domestic. It considers the effects of the social systems within countries on the conduct of international business and presents the major theories explaining international business transactions and the institutions influencing those activities. The module provides an understanding of the financial exchange systems and institutions that measure and facilitate international transactions and describes the dynamic interface between countries and companies attempting to conduct international business. It addresses the overlaying international operating concerns of where to go, whether and how to collaborate with other companies and how to control the company as it expands internationally. It considers the management of and concerns about international activities that fall largely within functional disciplines. As such, the module incorporates and builds on much of the learning that students will have accumulated in their earlier courses in the social sciences and in the functional areas of Business Studies.

WORKLOAD

Content	*Indicative Number of Hours*
Lecturing hours	*44*
Preparation for lectures	*88*
Group assignments	*120*
Reading of assigned materials and active reflection on lecture and course content and linkage to personal experiences	*88*
Final exams preparation	*100*
Total	***440***

TEXTBOOKS AND REQUIRED RESOURCES

Required core course textbook: *International Business: Environments and Operations* by Daniels, Radebaugh, Sullivan and Click, 17th edition, Pearson/Prentice Hall, 2022 and hereinafter referred to as DRSC. This text addresses the environment of International Business and provides coverage of the basics of International Business. Earlier editions are also fine.

All course notes and many of the additional readings will be available online on the module Blackboard site.

General Supplemental Readings You are also strongly encouraged to become a regular reader of the *Financial Times* for its exemplary coverage of international business. Other useful sources pertinent to International Business include the business sections of the world's main newspapers, international datasets, international consulting companies, trade associations, the world's international institutions, and international business journals.

COURSE COMMUNICATION

Please note that all course related email communication must be sent from your official TCD email address. Emails sent from other addresses will not be attended to.

ASSESSMENT

In addition to attending lectures and tutorial hours and completing the recommended readings on each topic, you will also need to complete the assignments as summarized in the table below.

Student Category	Assignment/Test/Exam	Date (where applicable)	% Total Course Marks
One-Term	Case Preparation and Presentation	Week comm. 5th Oct 26	40%
	Examination	Week comm. 14th Dec 2026	60%
Two-Term	Case Preparation and Presentation	Week comm. 5th Oct 2026	20%
	Case Study and Teaching Note	Mid-March 2027 (tbc)	40%
	Examination I	Week comm. 14th Dec 2026	20%
	Examination II	Week comm. 19th Apr 2027	20%

Guidelines for Preparing Assignments

The Case Presentation must be submitted in **Powerpoint format only**.

Text of other written assignments must be typed in a 12 pt. font. Un-typed assignments will not be accepted. On team assignments, each member will receive the same grade, unless it becomes apparent that any member has not contributed equitably. Assignments are due by the specified due time and date. Any exceptions to these conditions must be obtained from the instructor in advance via your College Tutor.

Late Submission Policy:

Unexcused assignments submitted after the designated submission deadline may be penalized by **5%** of the grade awarded for each working day late, or part thereof. In the event of a non-medical reason for non-submission of an assignment, a student should engage with their College Tutor and receive prior approval from the lecturer concerned via their College Tutor. Students unable to submit an assignment for medical reasons must produce a medical certificate to the Trinity Business School undergraduate office within three working days of the missed submission date. Certificates received after that time will not be accepted.

TENTATIVE COURSE SCHEDULE – September 2026

MICHAELMAS TERM			
Wk.	**Week Commencing**	**Lecture**	**Most relevant chapters from DRSC** (17th Edition)
1	14 Sept 26	Introduction and Overview	Ch 1: Overview of IB and Globalization
2	21 Sept 26	Globalisation	Ch 5: Trade and Factor Mobility Theory Ch 6: Trade Protectionism Ch 7: Economic Integration and Cooperation Ch 10: Global Debt and Equity Markets
3	28 Sept 26	Globalisation (cont'd)	
4	05 Oct 26	Globalisation (cont'd)	
5	12 Oct 26	Globalisation (cont'd)	
6	19 Oct 26	Global Supply Chains Global Manufacturing	Ch 17: Global Marketing Ch 18: Global Production and Supply Chains Ch 19: Global Accounting and Financial Management
7	26 Oct 26	Study Week- no class	
8	02 Nov 26	Global Supply Chains Global Manufacturing	
9	09 Nov 26	Global Supply Chains Global Manufacturing	
10	16 Nov 26	The Crisis and its Impact	Ch 4: Economic Systems and Market Methods Ch 8: Markets for Foreign Exchange Ch 9: Factors that Influence Exchange Rates
11	23 Nov 26	The Crisis and its Impact	
12	30 Nov 26	The Crisis and its Impact	
13	07 Dec 26	Revision	
14	14 Dec 26	Examination Week	
End of Semester			

HILARY TERM			
	Week Commencing	**Lecture**	**Most relevant chapters from DRSC** (17th Edition)
1	18 Jan 27	Emerging World – China	
2	25 Jan 27	Emerging World – China	
3	01 Feb 27	Emerging World – China	
4	08 Feb 27	The Conduct of International Business	Ch 1: Overview of IB and Globalization Ch 11: Ethics and Social Responsibility Ch 12: Strategies for IB
5	15 Feb 27	The Strategy of International Business	
6	22 Feb 27	Foreign Entry Modes and Decision Making	Ch 13: Evaluation of Countries for Operations Ch 14: Modes of Trading Internationally Ch 15: Forms and Ownership of Foreign Production
7	01 Mar 27	Study Week	
8	08 Mar 27	Cultural Environments	Ch 2: Culture
9	15 Mar 27	Cultural Environments	
10	22 Mar 27	Cultural Environments	
11	29 Mar 27	Internationalization Direct Investment & Collaborative Strategies The Organization of International Business	Ch 16: The Organization and Governance of Foreign Operations
12	05 April 27	Review	
13	12 April 27	Revision	
14	19 April 27	Examination Week	
End of semester			

Module Timetable:

Lectures: TBA (2 hrs per week)

Tutorial Hours: TBA (Note: sessions will commence in Teaching Week 4. **Students will only attend 1 tutorial per semester**. These sessions will be used to faciliate the S1 case study presentations)

Course assignments

1. Case Analysis and Presentation (One-Term and Two-Term students, in teams):

At the beginning of MT you will organize yourself into groups (5 students in each group). Each group will be assigned a case study. The case studies (listed below) will be drawn from the DRS textbook and will be assigned according to your expressed interest, where this is possible. You will be required to prepare the assigned case study for a group presentation to be delivered in your tutorial sessions. The presentation should demonstrate a thorough knowledge of the case context and content and an understanding of the case in the broader context of International Business.

Each group presentation should last 10 minutes and will be followed by a Q&A session for another 5 minutes. It is imperative that you make your presentation to the highest professional standard. Presentations will be assessed on the basis of their content and your performance as a group. Copies of the presentations should be emailed to the course tutor and lecturer at least 24 hours before the presentation is due. Case presentations will commence the week of 5th October and conclude by the end of Michaelmas term. It is important that you attend and contribute via the Q&A after each presentation, to these tutorial sessions. Case presentations will be posted on the module site.

List of case studies –

- The Globalized Business of Sports
- Transportation and Logistics: The Case for Dubai Ports World
- Saudi Arabia's Dynamic Culture
- Tesco PLC: Leveraging Global Knowledge
- China – Complicated Risks, Big Opportunities
- It's a Knockoff World
- The Comeback Accelerates
- The BRICs: Vanguard of the Revolution
- Costa Rica's Trade Evolution
- LUKOIL: Foreign Trade and Investment
- The U.S.-Vietnamese Catfish Dispute
- Doing Business In Singapore

- Toyota's European Drive
- Unilever Goes East
- Going Down to the Wire in the money-Transfer Market
- Do Yuan to Buy Some Renminbi?
- El Salvador Adopts the U.S. Dollar
- Welcome to the World of Sony- Unless the Falling Yen Rises Again
- GPS: In the Market for an Effective Hedging Strategy?
- Does the Devil Really Wear Prada?
- Ecomagination and the Global Greening of GE
- Anglo-American PLC in South Africa: What Do You DO When Costs Reach Epidemic Proportions?
- Zara's Strategy for Value Creation in the Global Apparel Industry
- The Mobile Money Revolution: A Look at Safaricom's M-Pesa
- Burger King
- The Lego Group
- A Little Electronic Magic at Alibaba.com
- Melia Hotels International
- The Oneworld Airline Alliance
- Building a Global Organization at Johnson & Johnson
- Hyundai Motor Company: Expanding Organizational Excellence
- Tommy Hilfiger
- Grameen Danone Foods in Bangladesh
- Apple's Global Supply Chain
- Samsonite Global Supply Chain
- Parmalat: Europe's Enron
- Dell Mercosur: Getting Real in Brazil
- Globalizing: Your Career?
- Banglalink: Staffing the Bangladeshi Operation

2. Group Case Study assignment (Two-Term students, in teams):

Write an International Business Case Study based on one of three International Business topics:

1. TBC
2. TBC
3. TBC

Using course material, prepare a teaching note outlining the main learning points in the case. This will include asking an appropriate series of questions and developing sample answers that link the main issues in the case to the relevant course topics.

Deliverables: By **16th October 2026** you must submit by email a one-page report detailing your progress and actions undertaken to advance your work including your choice of topic.

The due date for the final submission will be confirmed in class but will be sometime in **mid-March 2027**. This should be submitted in the form of a typed, paginated document and should include a title sheet, and **critically a full citation of whatever reference material you employed using endnotes**. It is anticipated that the case study itself will have an absolute maximum length of 3,000 words and the teaching note an absolute maximum length of 1,500 words. Submission should be prepared with page numbering, font size 12, line spacing of 1.5. **A soft copy of your submission is also required.**

Your report should conform to the style of a Harvard academic case study. For guidance on writing a case study, you are strongly advised to consult Naumes and Naumes (2006) The Art and Craft of Case Writing (there are multiple copies available in the library). **Errors in writing style, language and format will be severely penalized.** While it is anticipated that much of the information and data used will be secondary in nature, where opportunities exist to access primary sources, these should be availed of. You must also identify the sources of your information and data. It is essential that the case study and where appropriate the teaching note include pertinent data. **Submissions that do not include pertinent data will almost certainly not secure a passing grade.** Exhibits in the form of diagrams, tables or charts should be placed at the end of the case study or teaching note as exhibits and numbered consecutively. Never ever include diagrams, tables or charts without making a reference to them within the main body of the case study or teaching note. All tables, diagrams and charts should be clearly labelled. Finally, it is highly advisable that your submission go through several stages of drafting and redrafting. It should be noted that there may be a viva voce examination on your submission.

KEY DATES: **16th October 2026** - actions to date (one pager)
Mid- March 2026 (tbc) – hard and soft copies of your submission due

3. Examination One (All students):

There is a one-hour exam following Michaelmas term which will be scheduled during the week commencing 14th December 2026. The examination paper will consist of two questions with a requirement that you answer one question.

4. Examination Two (Two-Term students):

There is a one-hour exam at the end of Hilary term which will be scheduled during the week commencing 19th April 2027. The examination paper will consist of two questions with a requirement that you answer one question.

Reassessment: reassessment consists of an assignment weighted at 100%

BIOGRAPHICAL NOTES:

Nick McIlroy is a Teaching Fellow within the Trinity Business School. In addition to having several years lecturing experience as Visiting Professor at the triple-accredited ESSCA School of Management's Shanghai campus, he has a broad range of management experience in both Public and Private sectors, practicing in a global business environment. Nick has lived and worked in East and Southeast Asia, Australia, Europe and the USA. His research and consulting interests focus on EU-Asia trade and investment relations, agribusiness, and migrant networks and entrepreneurship. Nick is a graduate and scholar of Trinity College, and a fluent speaker of Mandarin.