

## **Syllabus for *International Business***

**Course Name:** International Business

**Course Code:**

**Credit:** 2 (32)

**Instructors:** 吴英娜、曹亮、钱学锋、宋伟良

**School:** School of Business Administration

**Prerequisite:** Economics

### **COURSE DESCRIPTION**

This course is intended to respond to the need for future business managers to be internationally literate with an understanding of the cultures, economic systems, and business practices of participants in a highly interdependent global marketplace. The central goal of the course is to bring an international perspective to student thinking, relaxing some of the parameters typically placed on business models to fit them into domestic situations. Students will gain some understanding of the international language of business and will be better prepared to discuss the worldwide aspects of each business function. To accomplish this objective, the course will facilitate a comprehensive discussion and analysis of international business and the environment in which international businesses compete. The course will also focus on a number of timely international issues and developments to help achieve the objective.

### **LEARNING OBJECTIVES**

Upon completion of the course, students should be able to

- have a good understanding of the literature and important issues in the field;
- command some tools used to analyze the global strategy of multinational enterprises;
- to identify interesting research questions and to implement their identified research in the global strategy area.

## COURSE REQUIREMENTS AND EVALUATION

Students are expected to attend class and participate in class. They should realize that texting, and other electronic device activities, during class is equivalent to taking a phone call. Class attendance is required reflecting a lecture/seminar approach and the need for maximum class participation to successfully develop effective class discussion. The course will move with a great pace. Failure to attend class will then solely be the student's responsibility in terms of understanding the missed-class materials. Weekly readings will be assigned to the students, and the course requires students to read the reading material before every class as assigned.

There will be a final exam in the last lecture week. The format of the final exam might include case study and short answer type questions. This course also requires students to work on a research project in groups. The research paper will be due at the end of the course. Guidelines for the research project will be discussed later in the class.

	Weight
Class participation	20%
Group project	30%
Final exam	50%

## REQUIRED READING

Assigned Ivey cases by Richard Ivey School of Business Foundation.

Assigned journals and newspaper articles in *Financial Times*, *Wall Street Journal* and *Economists*.

Casson, Mark, *Economics of International Business: A new research agenda*, 北京大学出版社, 2013年。

Daniels, John D., Lee H. Radebaugh and Daniel P. Sullivan, *International Business: Environments and operations (11th ed.)*, 机械工业出版社, 2013年。

Hill, Charles W. L. *International Business (9th ed.): Competing in the Global Marketplace*, 人民大学出版社, 2014年。

Luthans, Fred and Jonathan P. Doh, *International Management: Culture, Strategy, and Behavior (8th Ed.)*, 机械工业出版社, 2014年。

Wild, John J. and Kenneth L. Wild, *International Business (4th ed.)*, 北京大学出版社, 2009年。

## **COURSE CONTENT**

### **I. Globalization and International Business**

The global economy has arrived. In nearly every country around the world, dramatically increasing numbers of large, medium, and even small corporations are going international, and a growing percentage of overall revenue is coming from overseas markets. In addition, globalization is presenting challenges for governments, corporations, and communities around the world. As a result, international business - the process of applying business concepts and techniques in a global environment - is rapidly gaining importance. In this part, different opinions on globalization are presented and participants of globalization are introduced.

### **II. Business Environment**

The environment that international business face is changing rapidly. The past is providing to be a poor indicator of what will happen in the future. Changes are not only more common now but also more significant than ever before, and these dramatic forces of changes are creating new challenges. Although there are many dimensions in this new environment, most relevant to international management is the economic environment and cultural environment. Also important are the political, legal and regulatory, and technological dimensions of the environment.

### **III. International Trade and Investment**

International trade is an important form of international business. International trade affects domestic economies both directly and indirectly. Because of the importance of trade to businesses and governments worldwide, scholars have offered numerous explanations for its existence. International investment is the second major way in which firms participate in international business. International investments fall into two categories: portfolio investments and FDI.

### **IV. Strategies for International Operations**

All major international corporations formulate and implement their strategies and operations that result from a careful analysis of both external and internal environment. In this process, they will identify the market environment for its goods and services and then evaluate its ability and competitive advantage to capture the market. This part addressed overall management across cultures and focuses on strategic management in the international context, and the steps by which a strategic plan is formulated and implemented are examined.

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## SCHEDULE OF CLASS SESSIONS

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Session	Topic
1	Globalization and international business Guest speaker: Prof. Huang Hanmin
2	The role of culture, Legal, technological and political forces
3	Guest speaker: Jan Bongaets, <i>National Culture and Corporate Culture</i>
4	Ivey Case 9B12A036: M&S Enters China
5	Trade theories and institutions (1)
6	Trade theories and institutions (2)
7	International financial system
8	The strategy of international business
9	Field trip: site visit of a local multinational
10	Entry strategy Case 9B06M015: Cameron Auto Parts (A)
11	Entry strategy Case 9B06M016: Cameron Auto Parts (B)
12	Entering foreign markets
13	International strategic alliances Case 9B06M006 Nora-Sakari: A proposed JV in Malaysia
14	International business operation (1)
15	International business operation (2)
16	Guest speaker: Benoit Raoult, <i>How Internationalization Can Kill a Small Company</i>
17	Final presentation: Your findings on M&S

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