

INTERNATIONAL BUSINESS

(2 Credit, 8 sessions)

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Course Materials (Readings/textbooks):

Textbook:

Fred Luthans & Jonathan P. Doh, *International Management: Culture, Strategy, and Behaviour*, 9th Edition.

Reading Materials:

1. Regina M. Abrami, William C. Kirby, & Warren McFarlan, *Can China Lead? Reaching the limits of Power and Growth*, Harvard Business Review Press, 2014.
2. Michael Porter, Changing Patterns of International Competition, *California Management Review*, Winter 1986.
3. C.K. Prahalad & Kenneth Lieberthal, The End of Corporate Imperialism, *Harvard Business Review*, August 2003.
4. Irene Yuan Sun, The World's Next Great Manufacturing Center: How Chinese Investment is Reshaping Africa, *Harvard Business Review*, May-June 2017.
5. T. Khanna & K. G. Palepu, Emerging Giants -- building world class companies in developing countries, *Harvard Business Review*, October 2006.
6. Gary Hamel & C.K. Prahalad, Do You Really Have a Global Strategy? *Harvard Business Review*, July-August 1985.
7. J. Berman, How GE and IBM playing global development to win, *Harvard Business Review*, April 2014
8. Diana Farrell, Smart Offshoring, *Harvard Business Review*, 2006 June.
9. Raymond Vernon, International investment and international trade in the product cycle.
10. Jan Johanson and Jan-Erik Vahlne The internationalization process of the firm—A model of knowledge development and increasing foreign market commitments, *Journal of International Business Studies* (1977) 8, 23–32
11. J-F. Hennart, A transaction costs theory of joint equity ventures, *Strategic Management Journal*, 1988

12. B. M. Oviatt & P. P. McDougall, Toward a theory of international new ventures, *Journal of International business studies*, 1994;
13. R. E. Spekman et al, Creating strategic alliances which endure, *Long Range Planning* 29(3) 1996.
14. Bartlett & Ghoshal, Organizing for Worldwide effectiveness, *California Management Review*, fall 1988
15. Philip M. Rosenzweig, Colgate-Palmolive - Managing International Careers, HBS, 1994.
16. M.J. Casey & P. Wong, Global supply chains are about to getting better, thanks blockchain, *Harvard Business Review*, March 13, 2017
17. T. Khanna & K. G. Palepu, Exploiting institutional voids as business opportunities, from *Winning in Emerging markets: A Road Map for Strategy and Execution*, Harvard Business Press. 2010.
18. Biljana Jovanovic & Branimir Jovanovic, Ease of Doing Business and Investment in Eastern Europe and Central Asia,

Course Description

In the past decades, we've seen a continuous integration of markets and more and more firms operation cross-border or even globally. Indeed, internationalization or globalization offers a new horizon of opportunity for firms to grow. One belt and one road initiative is just such a project which encourages economic collaboration among countries along the belt and road.

The course of International Business is intended to offer a detailed knowledge about different modes of international business operations from international trade, to overseas sales company and international marketing, license trade, international strategic alliance, and foreign direct investment. The students are expected to learn how to analyze the advantages and disadvantages of these different modes, and make the right choice in internationalization strategy. Besides, Students are also expected to learn how to managing international business operation such as organizational structure, logistic and supply chain, corporate finance, international HR, etc.. In the end, political and culture factors will be discussed as they are the major risks for a successful international business operation.

The course is intended to equip the students with knowledge and skills which can help them to form a better international strategy and run better internationally. This course will also differentiates itself by focusing on China, one belt and one road countries, and cultural impacts on international business.