

International Business

Course Syllabus

I. Course Introduction

This course examines the opportunities and challenges that contemporary managers confront when conducting business across national borders. It addresses the complex environment of international business with respect to economic, social, cultural, political, and legal institutions. Special attention will be given to examine how these institutions shape business operation in the global market. Emphasis will be placed on applying theoretical framework to analyze practical problems confronting managers.

II. Teaching Objectives

i. Learning Objectives

1. To understand the unique challenges in international and global business
2. To analyze the economic, cultural, and legal/political environments in global market
3. To develop the essential skills to identify and pursue global business opportunities
4. To acquire the skills to resolve management decision problems in global market

ii. Measurable Learning Outcomes

On completion of this course, students should be able to:

1. Develop skills in analyzing economic, cultural, and legal/political differences between countries (CLO1)
2. Apply international business theories to address issues related to country selection and entry strategies etc. (CLO2)
3. Build managerial leadership and competency in managing international entry and operation strategies (CLO3)
4. Develop skills in case analysis, presentation, communication, and team work (CLO4)

III. Course Requirements

i. Teaching Methods and Requirements

Various activities will be employed, including lectures and videos, class discussion, in-class exercises, group project, and assignment and exams. The focus of all activities will be on the understanding of the concepts and application of the major framework

ii. Course Evaluation and Grading

- A1: Class Participation 20%
- A2: One Group Project & Presentation 30%
- A3: Final Exam 50%

IV. Teaching Schedule

1. International business: an overview
2. Theories of international business
3. Cultural environment
4. Economic, political, and legal environment
5. Opportunity assessment
6. Global strategy
7. Entry strategy
8. Exporting and countertrade
9. FDI
10. Production and logistics
11. Marketing strategy
12. Human resource management

V. References and Recommended Readings

Textbook: Charles W.L. Hill. *Global Business Today*. McGraw Hill, 2011.