

International Business

Course number

Term: Spring, 2010

Course time: T 4:30 – 7:15 pm

Course location: Room

Instructor: Erming Xu

Contact Information:

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Course Description

This subject explores some of fascinating challenges of managing across countries. It aims to develop your understanding and appreciation of the strategic thinking and practices required to act internationally and to successfully conduct business with people, business and governments in other countries. Building on the themes of subjects such as *International Business Environment, global monetary system, strategies, structures, and functions*, you should be able to develop an understanding of the distinctive features of selected countries or companies and aspects of their particular management practices that will assist you to achieve the subject's aims.

This subject will also consider ways in which the major international business theories and behaviors may be adapted to ensure their application is carefully considered when applying the management theory in an international setting. The subject aims to enhance your skills as a manager operating internationally through the development of a more integrated view of international business and related management practices.

Course Outcomes

On completion of this subject you should be able to:

1. Explain to understand how and why the world's countries differ;
2. Present a through review of the economics and politics of international trade and investment;
3. Explain the functions and form of the global monetary system;
4. Examine the strategies and structures of international business;
5. Assess the special roles of an international business's various functions.

Course Requirements and Form of Assessment

During the course there will be one mid term exam and one final exam. The mid-term exam will count for 30% of the final grade. The final exam will count for 50% of the final grade. The course also requires each student to have at least one oral presentation. Class participation and oral presentation will count for 20% of the grade.

Attendance Policy

An excused absence requires a written medical excuse or written approval from the school's administration office. All other absences are considered to be unexcused. Unexcused absences will affect your grade (see below).

Penalties for unexcused absences:

- 1 absence – class participation grade drops one full letter grade (example: A- to B-)
- 2 absences – class participation grade drops two full letter grades
- 3 absences – class participation grade drops three full letter grades
- 4 or more absences – class participation grade is a failing grade

Academic Honesty

Please refer to the following web link for policies on academic honesty:

http://www.luc.edu/cas/pdfs/CAS_Academic_Integrity_Statement_December_07.pdf

Required Texts

International Business, 7/e

Charles W. L. Hill, University of Washington

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McGraw-Hill

Topics and Readings

- Topic 1 Chapter 1& 2 (Jan.12^{ed})
Discussing the challenges of international business, and the national differences in political economy.
- Topic 2 Chapter 3 (Jan.19th)
Discussing the cross culture in the international management.
- Topic 3 Chapter 5 & 6 (Jan.26th)
Describing and explaining international trade theories and the trade environment in which international business occurs.
- Topic4 Chapter 7 (Feb.2nd) **Case 1: Google in China P148**
Addressing and exploring foreign direct investment theories and the investment environment in which international business occurs.
- Topic 5 Chapter 8 (Feb.23rd) **Case 2: Boeing versus Airbus P.309**
Discussing the major issues of regional economic integration and their influence on international businesses.
- Topic 6 Chapter 9 & 10 (March 2nd)
Describing and explaining the global monetary system, laying out in detail the monetary framework in which international business transactions are conducted.
- Topic 7 Mid-Term **Exam (March 9th)** (Chapter 1-10)
- Topic 8 Chapter 11 (March 16th) **Case 3: China Mobile P.406**
Looking at the benefits of the global capital market and its risks
- Topic 9 Chapter 12 (March 30th)
Examining the strategies that firms adopt to compete effectively in the international business environment.
- Topic 10 Chapter 14 (April 6th) **Case 4: Nestle: Global Strategy P.531**
Explaining and analyzing entry modes and strategic alliances, which are two closely related and important topics.
- Topic 11 Chapter15 (April 13rd)
Examining the steps that firms must take to establish themselves as exporters and importers.

Topic 12 Chapter 16 (April 20th) Case 5: Microsoft P.586

Explaining how efficient manufacturing and materials management functions can help improve an international business's competitive position by lowering the costs of value-creation and by performing value creation activities in such ways that customer service is enhanced and value added maximized.

Topic 13 Chapter 17 (April 27th) Case 6: Kodak in Russia P.619

Discussing the global marketing and R&D.

Final Examination (May 11th)