



**COURSE INFORMATION**

**Course Title:**

BUS201 International Business Management

**Semester:**

January Session, 2020

**OVERVIEW**

This course is about the pre-eminent development in economic activity this century, the globalization of business. Especially since the end of World War II, even through the uncertainties of the Cold War, business has increasingly become a global enterprise. The end of the Cold War and the development of emerging markets and international economic alignments has further accelerated the pace of globalization, and has created opportunities and risks that could not have been imagined even a few years ago.

You will navigate this course through the following parts:

PART 1&2 - Globalization and Country Differences (Chapter 1, 2, 3, 4, &5);

PART 3- The Global Trade and Investment Environment (Chapter 6, 7, 8, & 9);

PART 4- Global Money System (Chapter 10 &11)

PART 5- The Strategy of International Business (Chapter 12 & 13);

PART 6- International Business Functions (Chapter 14, 15, 16, & 17)

**LEARNING OUTCOME**

This course aims to introduce the student to the key concepts necessary to understand the functioning of global markets and the inherent issues managers face in planning and executing international business strategies. Each week students will have 10 hours class time for lecture, discussion, in-class exercise, and pop-up quizzes. Out-class activities may include homework, field-trip and tutoring.

After successfully completing this course students should be able to:

1. Apply the basic theories and frameworks in international business at the level of both the country and the firm
2. Appreciate the differences across country markets and their importance to the firm
3. Assess positive and negative circumstances affecting the internationalization of firm activities
4. Solve practical real-life problems confronted by international business managers and public policy makers
5. Evaluate the important public policy issues relating to international business
6. Make management decisions relating to the internationalization of a firm under a range of different circumstances

**CLASS HOURS**

Class Times and Locations: Monday to Friday, 180 minutes each day, each week there will be a one-hour discussion session.

**LEARNING RESOURCES**



**Suggested textbook:**

Charles W. L. Hill (2014), *Global Business Today: Asia Pacific Perspective (4<sup>th</sup> edition)*, New York, NY: McGraw-Hill/Irwin

Supplementary materials may be utilized during the class.

**WEEKLY SCHEDULE**

Week	Day	Topic	Reading
1	1	Introduction and overview	Chapter 1
	2	Business environment: National differences in political economy	Chapter 2 Chapter 3
	3	Culture and its impact on global businesses	Chapter 4
	4	Business ethics	Chapter 5
	5	International trade theory Government policy and international trade	Chapter 6 Chapter 7
2	1	Foreign direct investment	Chapter 8
	2	Regional economic integration	Chapter 9
	3	The foreign exchange market The international monetary system	Chapter 10 Chapter 11
	4	The strategy of international business	Chapter 12
	5	<b>Mid-Term Exam</b>	
3	1	Entry strategy	Chapter 13
	2	Exporting, importing, and countertrade	Chapter 14
	3	Global production and supply chain Global marketing and R&D	Chapter 15 Chapter 16
	4	Global HRM	Chapter 17
	5	<b>Final Exam</b>	

**ASSESSMENT**

Assessment Task	Possible Points
Class participation	10%
In-class assignments	10%
In-class pop up quizzes (3 of 40 pts/each)	15%
Case study (group project)	15%
Mid-term exam	20%
Final Exam	30%
<b>Total</b>	<b>100%</b>

**DETAILS ON GRADE COMPONENTS**

Class Participation

Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers.

In case of an absence, the student is responsible for the materials and assignments for that



class; it is the student's responsibility to inform the instructor regarding absences and assignments that are missed. **Unexcused absence from five or more scheduled class sessions will be grounds for failure in this course.** If you do have to miss class due to a personal emergency, please let the instructor know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

Participation grades will be based on **quality** (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and **quantity** (consistency and regularity of performance).

Accordingly, **you are expected to read the related chapters before participating the class.** Be prepared to be called upon to "open" a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment during the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.**

#### In-class Assignments

To enhance the learning process, assignments/exercises will be arranged during the class time.

#### Pop-up Quizzes

Pop-up quizzes will happen every week to review and reinforce what has been learned in the previous classes.

#### Case Study (Group Project)

This is a team work. Students can set up teams by themselves or with the assistance from the instructor. The schedule, contents and all other details will be arranged in the first week of the program.

\* The grade you receive for group activities will depend on two components: (1) the quality of the team submission and (2) the quality and level of your personal participation in the team. Thus, everyone on the team may receive different scores for an assignment.

Midterm and final exam: If an emergency arises, a notification must be given to the instructor in advance for an alternative time; otherwise a grade of zero will be given.

### **COURSE GRADING**

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

<b>Grade</b>	<b>Percentage</b>
A	80-100
B	70-79
C	60-69
D	50-59



E

0-49

**To pass this subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.**

### **CLASSROOM ETHICS & COURSE POLICIES**

Being respectful of others' opinions, values and culture

Cell phones are only permitted when the usage is related to the course. Absolutely **NO TEXTING** during class will be tolerated. If you have an emergency situation and you must be able to be reached, set the phone to vibrate and leave the room immediately when it goes off.

Any student with a documented disability needing academic adjustments or accommodations should notify the instructor or the program administrator before the start of the program, so such an arrangement will be made accordingly.

Any student who anticipates a schedule conflict because of religious reasons should make arrangements within two weeks of the start of class.

#### ***Academic misconduct***

Please follow the guideline of the university policy. Academic dishonesty or misconduct will not be tolerated, and may result in disciplinary action including a grade F for the course. Work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual. Resubmission of work previously presented in another course is prohibited.