

International Business Course Syllabus

Course Chinese Title: 国际商务	Course Category (Compulsory/ Elective) : Compulsory
Course English Title: International Business	
Total Hours/ Hours Per Week/ Credit(s): 48/3/3	Lab Practice/ Practical Hours: 16
Prerequisites: 《International Trade》	
Teaching Time: 14:30-17:10	Classroom: Guancheng campus Room 1208
Class: 2019 International Economics and Trade (International Business Industry-University International Program)	
College: School of economics and management	
Instructor Name/ Academic Title: Peng, Fan/ Lecturer	
Office Hour: Monday-Tuesday, 9:00-17:00, 3207	
Course Assessment Method: Open book () Close book (●) Report () Other ()	
Required Textbook: International Business: Competing in the Global Marketplace. 8E	
Supplementary Materials: 《International Business A Managerial Perspective》	
Course Description: <p>This is an introductory course in international business. The basic content of the course includes (1) an overview and introduction of international business, with an emphasis on what makes international different from domestic; (2) the effects of the social systems within countries on the conduct of international business; (3) the major theories explaining global trade and investment; (4) the strategy and structure of international business; and (5) international activities within functional disciplines.</p>	
Course Objectives CO1: Explain the different challenges business face when they operate in today's world. CO2: Describe the managerial skills required to deal with cultural, political, ethical and legal forces that influence the success of any international business.	The correlation between this course and the development of students' core abilities (Only to fill in this column if the course is for science and engineering majors) : <input type="checkbox"/> LOs 1. <input type="checkbox"/> LOs 2. <input type="checkbox"/> LOs 3.

CO3: Understand basic trade, investment theory, institutions, and regulations that impact international business. CO4: Develop insight into the management implications of international business organization and operations. CO5: Apply new understanding of international business theory and practice within experiential practices, tailored case studies to local conditions.					☐LOs 4. ☐LOs 5. ☐LOs 6. ☐LOs 7. ☐LOs 8.			
Course Plan								
Week	Topic	Instructor	Hours	Expected Learning Outcomes	Instructional Mode (Online/Blending/Offline)	Activities	Assignment	Supporting Course Objectives
1	Globalization	Peng, Fan	2	Key points: The Drivers of Globalization Difficulties: Explain the main arguments in the debate over the impact of globalization Ethical and Political Learning: The significant of China in world’s business	Offline	Lecture Weekly quiz	Difficulties review	CO1
2	National Differences	Peng, Fan	3	Key points: Political economic and legal system Difficulties: Analyze each system Ethical and Political Learning: The	Offline	Lecture; Weekly quiz	Difficulties review	CO1, CO2

				strengths of socialism system after COVID-19 outbreak				
3	National Differences	Peng, Fan	3	Key points: economic development Difficulties: economies' transition	Offline	Lecture; Weekly quiz	Difficulties review	CO1, CO2
4	Differences in Culture	Peng, Fan	3	Key points: values and culture Difficulties: How social culture influence values in business Ethical and Political Learning: Harmonious and inclusive society in China	Offline	Lecture; Weekly quiz	Difficulties review	CO1, CO2
6	Ethics, CSR, Sustainability	Peng, Fan	3	Key points: Ethics and IB Difficulties: Philosophical approaches to ethics	Offline	Lecture; Weekly quiz	Difficulties review	CO1, CO2
8	Government Policy and International Trade	Peng, Fan	3	Key points: world trading system and the current trade issue Difficulties: developments in the world trading system	Offline	Lecture; Weekly quiz	Exam prepare	CO3
9	Midterm	Peng,	3	Key points: Difficulties:	Offline	Report	Chapter preview	CO3

	exam	Fan		challenges for our SMEs after COVID-19				
11	Regional Economic Integration	Peng, Fan	3	Key points: Cases for integration Difficulties: Future prospects of regional economic agreement	Offline	Lecture; Weekly quiz	Key points	CO3
12	The IB Strategy	Peng, Fan	3	Key points: The concept of global strategy Difficulties: Strategies for competing in the global marketplace	Offline	Lecture; Weekly quiz	Chapter preview	CO3, CO4
13	Global Marketing and R&D	Peng, Fan	3	Key points: marketing strategies Difficulties: Product development	Offline	Lecture; Weekly quiz	Chapter preview	CO4
15	Global Human Resource Management	Peng, Fan	3	Key points: The role of HRM in IB Difficulties: Explain how and why performance appraisal systems might vary across nations	Offline	Lecture; Weekly quiz	Exam prepare	CO4
Total: 32								
Practice Plan								
Week	Topic	Instructor	Hours	Contents (Key point、 Difficulty、	Practice Type (Verified / Integrated / Designed)	Activities	Supporting Course Objectives	

				Ideological and political learning)			
1	Globalization	Peng, Fan	1	Key points: The Drivers of Globalization Difficulties: The impact of globalization	Integrated	Practice: Building the Boeing 787	CO1
5	Differences in Culture	Peng, Fan	3	Key points: values and culture in Asia Difficulties: Examine cultural differences	Integrated	Film appreciation 《I Not Stupid Too》 Homework: Movie review about “Culture differences in IB”	CO1, CO2
7	Ethics, CSR, Sustainability	Peng, Fan	3	Key points: Ethics Difficulties: Dilemma of CSR	Designed Integrated	Debate competition: Profit VS CSR Environment VS Human Rights	CO2, CO3, CO5
10	FDI	Peng, Fan	3	Key points: Theories of FDI Difficulties: Purpose of FDI	Integrated	Lecture; Case study: FDI in Nigeria and Africa Role playing /Group Work	CO2, CO3
14	Global Marketing	Peng, Fan	3	Key points: marketing strategies Difficulties: how globalization is affecting product	Integrated	Case study: Domino and Top labels-Burberry Role playing /Group	CO4

School Reviewal:

Approved

Signature: 洪志远

Date: 2020.08.29