

DONGGUAN UNIVERSITY OF TECHNOLOGY
School of Economics and Management

Course Syllabus

Fall 2019

Course Information

Course Code	[0810306]
Course Title	International Business Management
Instructor	Peng Fan
Class	2018 International Economics and Trade (International Business Industry-University International Program)
Course Category	<input type="checkbox"/> Compulsory <input checked="" type="checkbox"/> Elective
Credit(s)	2
Total Hours	32
Hours Per Week	2
Practical Hours	None
Lab Practice Hours	None
Classroom	3202, GuanCheng Campus
Time	Wednesday, 8:30-10:10
Office Hour	9:00-19:00 at 3207 GuanCheng Campus
Required Textbook	Griffin, R. W. and Pustay (2014). International Business: A Managerial Perspective. 8th edition. Pearson.
Supplementary Materials	Hill, Charles W. and Hult Tomas (2019). International Business: Competing in the Global Marketplace. 12th Edition McGraw-Hill Irwin.
Prerequisites	None
Course website	None

Course Description

Since rapid changes in the global environment and economy, organizations confront severe challenges in the world. Managers have to deal with diverse management operations which including international marketing, finance, human resource management, and other activities. Thus, this course is designed to provide a deep understanding of global issues faced by different types of organizations and enable

participants to get a strong command of core business skills. The basic content of the course includes: (1) The World's Marketplaces; (2) The International Environment; (3) Managing International Business; (4) Managing International Business Operations. These contents introduce theoretical and practical knowledge of international business which helps us compete successfully in the global marketplace. Students who wish to pursue careers internationally oriented in both private and public sectors that deal with international business (IB) and management are encouraged to study International Business Management.

Course Learning Objectives (LOs)

After completing the course learning, the student will be able to:

LO1: Understand major concepts in global business and management.

LO2: Recognize the current issues and challenges in international settings.

LO3: Develop cross-cultural awareness and competence.

LO4: Describe the managerial skills required to deal with various forces.

LO5: Apply managerial knowledge to international business management.

Assessment and Grading

Your grade is composed by four parts. They are attendance (10%), assignments (20%), participation (10%), presentation (25%) and final exam (35%). The date of exam is in the tentative schedule. The detailed grading is as following:

	Standard	Notes	LO1	LO2	LO3	LO4	LO5
Attendance, 10%	If you are absent for one class, the taken point will be three for each absentee. Additionally, questioning is a good way to get points in attendance.	The right of participating final exam will be deprived after 5 times of absence.	✓				
Assignments 20%	Each assignment should be submitted by paper-based report or online.	Plagiarism and other forms of academic dishonesty will not be tolerated		✓		✓	✓

Participation 10%	All the students will required take part in the class at least 4 times: presentation、 answer questions、 or any participate.	If you take part in the class 4 times, your points will depend on your performance.	✓	✓	✓	✓	
Presentation 25%	Group members (2-4) should give a presentation on the topic of the multinational enterprise (MNE). In addition to presentation on the selected MNE, submit a written report including (1) your critical appraisal of its strategy, and (2) recommendations for strategic change to meet the global challenges.	Plagiarism and other forms of academic dishonesty will not be tolerated.	✓	✓	✓	✓	✓
Final exam, 35%	Questions for 100 points on the test paper and will be weighted to be 40% in your grade.	Closed book exam.	✓	✓	✓	✓	✓

Policies:

➤ Attendance Policy

Students cannot incur more than two unexcused absence for whole semester.

➤ Participation Policy

Students should participate every in-class discussion and experiment.

➤ Policy on Assignments and Quizzes

All assignments and exam should complete by yourself. See the rubrics of assessment event for the detailed of evaluation

➤ Plagiarism

If it is caught that you take another person's work, ideas, or words, and using them as if they were your own, then the corresponding assignment will be scored zero. You can use others' work in a proper way of referencing.

➤ **Classroom Policies**

- Late coming student should provide a reasonable excuse based on the microeconomic theory and share it in class. If there is no excuse, treat as absent.
- If there is a question, stop the instructor any time, and ask for an answer. Your question is others' question with a very high probability.

Session Plan:

Week/Date	Topic/Contents/Difficulty	Activities	LO
1/Mar. 4	Topic: Introduction/ Contents: An Overview of International Business Difficulty: The conception of IB	Online class by instructor Video: Why International Business	1, 2
2/Mar. 11	Topic: Global market Contents: Global marketplaces and business centers Difficulty: Evaluate the impact of the various marketplaces on the opportunities available to IB	Online class by instructor Discussion: P74. 2-12	1, 2
3/Mar. 18	Topic: Business environment Contents: Legal, technological, accounting, and political environments Difficulty: Describe the major of environment confronting IB	Online class by instructor	1, 2
4/ Mar. 25	Topic: Culture Contents: The role of culture Difficulty: Describe the impact of culture on IB. Ideological and political learning 1: Provide traditional Chinese culture to cultivate the sense of proud of country	Online class by instructor Writing assignment: P138. 4-15, 16, 17	2, 3, 4, 5
5/Apr. 1	Topic: Ethics Contents: Ethics and social responsibility in IB Difficulty: Discuss ethics in international contexts. Ideological and political learning 2:	Introduction by instructor Discussion: P166. Safety First or Profits First?	1, 2,

	Introduce examples of ethics and social responsibility to foster positive socialist value		
6/Apr. 8	Topic: Investment Contents: International trade and investment Difficulty: Understand the motivation for international trade.	Introduction by instructor	1, 3, 4
7/Apr. 15	Topic: Foreign exchange Contents: Foreign exchange and international financial markets Difficulty: Demand and supply determine the price of foreign exchange.	Introduction by instructor	1, 2
8/ Apr. 22	Topic: Trade policies Contents: Formulation of national trade policies Difficulty: What are the different types of tariffs	Introduction by instructor	1, 2
9/Apr. 29	Topic: Cooperation Contents: International cooperation among nations Difficulty: Characterize the challenges of international strategic management Ideological and political education 3: Introduce the opportunities and challenges of China's economic cooperation towards One Silk Road strategy	Introduction by instructor Video Discussion: P317	1,2
10/May. 6	Topic: Strategy Contents: International Strategic Management Difficulty: Characterize the challenges of international strategic management	Introduction by instructor	1, 3, 4
11/May. 13	Topic: Market strategy Contents: Strategies for analyzing and entering foreign markets Difficulty: Discuss how firms	Introduction by instructor Discussion: P404	1, 3, 4

	analyze foreign markets		
12/May. 20	Topic: Organization design Contents: International Organization Design and Control Difficulty: identify and describe the initial influence of international business activity on organization design	Introduction by instructor	3, 4
13/May. 27	Topic: Leadership and behavior Contents: Leadership and employee behavior Difficulty: discuss how teams are managed across cultures	Introduction by instructor Discussion: P460 Writing assignment: P462. 15-25	3, 4,
14/Jun. 3	Topic: Marketing Contents: International marketing Difficulty: Characterize the nature of marketing management in IB	Introduction by instructor Discussion: P494	4, 5
15/Jun. 10	Topic: Operations management Contents: International operations management Difficulty: Explain how firms control quality and discuss total quality management in IB	Introduction by instructor	4, 5
16/Jun. 17	Final MNE Presentation	Group presentation	1-5
Total	32 hours		

Date: 2020.2.12

Reviewed by Chih-Yuan Hung

Signature *Chih-Yuan Hung*

Director of

Department of International Business and Management