

Course Syllabus (International Business)

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 hours	
Prerequisites: Principles of Management		
Time: 14:30-17:10, Tuesday	Classroom: 5204, Guancheng Campus	
Class: 2018 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: 9:00-11:00, Tuesday to Thursday; at Room 3207, Guancheng Campus		
Course Assessment Method: Open book test () Close book test (P) Report () Other ()		
Required Textbook: International Business (Eleventh Edition), Renmin University Press, ISBN: 9787300264615.		
Supplementary Materials: None		
Course Description: 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.		
Course Learning Objectives and its supporting on the requirement for graduation:		
Course Learning Objectives	Measurements on Requirement for Graduation	Requirement for Graduation
CO1: Describe basic knowledge of economics, management, international trade applied in IB.	2-1	2
CO2: Students have the ability to search and read foreign literature	3-2	3

CO3: Apply the deep understanding of international business theory and practice in given case, tailor case studies to local conditions.				6-3		6		
CO4: Define ethical issues as related to international business.				8-2		8		
Lecturing Plan								
Week	Topic	Instructor	Hours	Contents （Key point、Difficulty、 Ethical and political learning）	Instructional Mode （Online/ Blending/ Offline）	Activities	Assignment	Expected Learning Outcomes
1	Introduction	Peng, Fan	2	Key points: The Drivers of Globalization Difficulties: Explain the main arguments of globalization Ethical and Political Learning 1: The significant role of China in world’s business	Offline	Lecture	None	CO1
2	National Differences	Peng, Fan	3	Key points: Political economic and legal system Difficulties: Analyze each system Ethical and Political Learning 2: The strengths of socialism system after COVID-19 outbreak	Offline	Lecture	None	CO1

3	National Differences	Peng, Fan	3	Key points: economic development Difficulties: economies' transition	Offline	Lecture	None	CO1
4	Differences in Culture	Peng, Fan	3	Key points: values and culture Difficulties: How social culture influence values in business Ethical and Political Learning 3: Harmonious and inclusive society in China	Offline	Lecture	None	CO1
6	Ethics, CSR, Sustainability	Peng, Fan	3	Key points: Ethics and IB Difficulties: Philosophical approaches to ethics	Offline	Lecture	Literature collection: CSR topic	CO2
8	Government Policy and International Trade	Peng, Fan	2	Key points: world trading system and the current trade issue Difficulties: developments in the world trading system	Offline	Lecture	None	CO1
9	Midterm Essay	Peng, Fan	3	Essay topic: Small business social responsibility	Offline	Lecture	None	CO4
10	FDI	Peng, Fan	2	Key points: Theories of FDI Difficulties: Purpose of FDI	Offline	Lecture	None	CO1
11	Regional Economic Integration	Peng, Fan	2	Key points: Cases for integration Difficulties: Future prospects of regional economic agreement	Offline	Lecture	None	CO1

12	The Strategy of International Business	Peng, Fan	3	Key points: The concept of global strategy Difficulties: Strategies for competing in the global marketplace	Offline	Lecture	None	CO1
13	Global Marketing and R&D	Peng, Fan	3	Key points: marketing strategies Difficulties: Product development	Offline	Lecture	Report: Research Plan	CO3
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	None	CO1
Total:			32					

Practice Plan							
Week	Topic	Instructor	Hours	Contents (Key point、Difficulty、Ethical and political learning)	Practice Type (Verified / Integrated / Designed)	Activities	Supporting Course Objectives
1	Globalization	Peng, Fan	1	Key points: Brand strategy Difficulties: Strategy selection	Integrated	Case study	CO3
2	National Differences	Peng, Fan	1	Key points: Property rights Difficulties: Ethical choice	Integrated	Case study	CO3
3	National Differences	Peng, Fan	1	Key points: Environment analysis	Integrated	Case study	CO3

				Difficulties: Rate attractiveness to investors			
5	Differences in countries	Peng, Fan	3	Key points: Institution and culture differences Difficulties: Compare differences with China and other countries	Integrated	Film appreciation 《American Factory》 Group discussion	CO3
7	Ethics, CSR, Sustainability	Peng, Fan	3	Key points: CSR Difficulties: The dilemma of CSR	Integrated	Case study	CO3
8	Government Policy and International Trade	Peng, Fan	1	Key points: Tariff barriers Difficulties: Firm strategy selection	Integrated	Case study	CO2
10	FDI	Peng, Fan	1	Key points: FDI theory Difficulties: FDI strategy selection	Integrated	Case study	CO3
11	Regional Economic Integration	Peng, Fan	1	Key points: NAFTA Difficulties: Advantages or disadvantages of NAFTA	Integrated	Case study	CO3
14	Global Marketing	Global Marketing	1	Key points: marketing strategies Difficulties: How globalization is affecting product	Integrated	Case study: Role playing /Group	CO3
16	Global management and IB	Peng, Fan	3	Key points: Research plan Difficulties: Research method	Integrated	Team presentation: Research plan	CO3
Total			16				

Grading						
Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)				Supporting Course Objectives
		Assignment	Research Plan	Midterm Essay	Final Term Examine	
CO1	2-1	0	5	5	10	20
CO2	3-1	20	5	0	0	25
CO3	6-3	0	10	10	20	40
CO4	8-2	0	0	5	10	15
Total		20	20	20	40	100

Syllabus Submission Date: 2021.03.22

School Reviewal:

Agree

Signature: *Peng Fan*

Date: 2021.2.27

Note:

Appendix: Rubrics

Assignment

Measurement	Criteria			
	A (100)	B (85)	C (70)	D (0)
Capture the methods of search and download CO3	List 10 SSCI articles and fully download	List 8-9 SSCI articles and fully download	List 6-7 SSCI articles and partly download	List less than 5 SSCI articles

Research Plan

Measurement	Criteria			
	A (100)	B (85)	C (70)	D (0)
Purpose of research (25%) CO1	Shows a full understanding of research purpose	Shows a good understanding of research purpose	Shows an average understanding of research purpose	Shows no understanding of research purpose
Reference list (25%) CO2	List a perfect APA style	The format of reference is moderate	List few reference	No reference list
Application of international business know and theory (50%) CO3	Apply strong critical thinking into the discussion part.	Apply strong critical thinking into the discussion part.	Use an average level of theoretical knowledge into discussion	Shows no application of theoretical knowledge into discussion

Midterm Essay

Measurement	Criteria			
	A (100)	B (85)	C (70)	D (0)
Understanding of international business concept and theory (25%) CO1	Shows a full understanding of international business concept and theory	Shows a good understanding of international business concept and theory	Shows an average understanding of international business concept and theory	Shows no understanding of international business concept and theory
Reasoning process (50%) CO3	Very strong supporting material, logical elaboration	Moderately strong supporting material, logical and elaboration	Average strong supporting material, logical and elaboration	Very weak supporting material, logical and elaboration
Define ethical issues as related to international business (25%) CO4	Present strong evidence for explaining the importance of CSR	Present moderately strong evidence for explaining the importance of CSR	Present an average level of evidence for explaining the importance of CSR	Very weak evidence for explaining the importance of CSR