

《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 hours	
Prerequisites: 《International Trade》		
Follow-up course: 《Management of Transnational Corporations》		
Time: 14: 30-17:10, Tuesday	Classroom: 3202 Guancheng campus	
Class: 2022 International Economics and Trade (International Business Industry-University International Program)		
College: School of Economics and Management		
Instructor Name/ Academic Title: Peng, Fan (PhD) /Lecturer		
Office Hour: 14:30-17:30, Thursday/ Friday; Room 2303, Guancheng Campus		
Course Assessment Method: Open book test () Close book test (✓) Report () Other ()		
Required Textbook: International Business (Eleventh Edition), Renmin University Press, ISBN: 9787300264615.		
Supplementary Materials: None.		
Course Description: International business (IB) is a course about the exchange of goods, services, technology, capital, and/or knowledge on a global scale. The field of international business encompasses many disciplines, including economics, political science, management, and cultural studies, and requires an understanding of the complexities of the global market and the cultural, political, and economic differences that exist among countries. It is designed to provide students with a comprehensive understanding of the global business environment and the complexities associated with conducting business across international borders.		
Course Learning Objectives and its supporting on the requirement for graduation:		
Course Learning Objectives	Measurements on Requirement for Graduation	Requirement for Graduation

CO1: Understand basic knowledge of economics and international trade	1.2 Students shall have basic theoretical knowledge and professionalism required by major aspects of Applied Economics	1. Students shall master the knowledge required by Applied Economics systemically
CO2: Master the written skills requirements in work and study.	3.3 Students shall be able to retrieve and read the foreign literature of the major, write research papers and reports, cite the literature normatively	3. Students shall have oral and written communication skills required in a diversified business environment
CO3: Apply theoretical knowledge to solve practical issues faced by MNEs in international business	5.1 Students shall have strong critical thinking skills and be able to identify problems, distill the crucial points and propose appropriate solutions	5. Students shall have innovative consciousness and the ability to apply innovative spirit to solve diversified business problems
CO4: Apply the knowledge acquired to address issues in cross-cultural management	6.2 Students shall have the ability to obtain cross-cultural support, understanding and coordination	6. Students shall have the global vision and localized spirit

Lecturing Plan

Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Ideological and Political Learning)	Instructional Mode	Activities Blended/ Offline	Assignment	Supported Measurements
1	Introduction	Peng, FAN	2	Key points: drivers of globalization Difficulties: explain the main arguments of globalization Ideological and Political Learning 1: Introduce the impact of the development of	Lecture	Offline	None	CO1

				<p>globalization on China's economic development after the reform and opening up. Use relevant data to prove China's important role in the development of the global economy. Additionally, using the case of Dongguan to help students understand the significance of globalization for countries and businesses.</p>				
2	National Differences in Political, Economic, and Legal Systems	Peng, FAN	3	<p>Key points: political economic and legal system Difficulties: analyze each system</p> <p>Ideological and Political Learning 2: Introduce different national systems and help students understand the superiority of the socialist system. Invite students to discuss the role of the socialist system in addressing the inequalities and flaws inherent in capitalism, such as economic instability and the exploitation of workers, and leading to a more just and fair society.</p>	Lecture	Offline	None	CO1
4	National Differences in	Peng, FAN	3	<p>Key points: economic development Difficulties: economies' transition</p>	Lecture	Offline	None	CO4

	Economic Development							
5	Differences in Culture	Peng, FAN	3	<p>Key points: predictors of culture</p> <p>Difficulties: understand the characteristics of difference countries</p> <p>Ideological and Political Learning 3:</p> <p>Introduce the theories related to cultural differences and help students understand the differences between Chinese and Western cultures. By comparing the differences between Chinese and American cultures, help students understand the importance of cultural diversity.</p>	Lecture	Offline	None	CO4
7	Ethics, CSR, Sustainability	Peng, FAN	3	<p>Key points: ethics, sustainable development</p> <p>Difficulties: philosophical approaches to ethics</p> <p>Ideological and Political Learning 4:</p> <p>Deeply explore how enterprises can reduce their adverse impact on the environment, promote the rational utilization of resources, and advocate for social equity and human well-being while pursuing profits. Enable</p>	Lecture	Offline	IPL Assignment 2	CO1

				students to reflect on the needs of future generations and how current actions affect future sustainability.				
8	Government Policy International Trade	Peng, FAN	3	Key points: world trading system and the current trade issue Difficulties: developments in the world trading system	Lecture	Offline	Midterm report	CO3
9	FDI	Peng, FAN	3	Key points: theories of FDI Difficulties: purpose of FDI	Lecture	Offline	None	CO1
11	Regional Economic Integration	Peng, FAN	3	Key points: cases for integration Difficulties: prospects of regional economic agreement	Lecture	Offline	Materials preparation	CO1
13	The Strategy of IB	Peng, FAN	3	Key points: Functions of group Difficulties: Group decision Making	Lecture	Offline	None	CO1
15	Global Production and Supply Chain Management	Peng, FAN	3	Key points: global supply chain management Difficulties: develop and manage supply chain activities in the most efficient way	Lecture	Offline	None	CO1
16	Global Marketing and R&D	Peng, FAN	3	Key points: marketing strategies Difficulties: product development	Lecture	Offline	Review	CO1
Total			32					

Practice Plan

Week	Topic	Instructor	Hours	Contents (Key point、 Difficulty、 Ideological and Political Learning)	Practice Type (Verified / Integrated / Designed)	Activities	Supported Measurements
1	Globalization	Peng, FAN	1	Key points: brand strategy Difficulties: strategy selection	Integrated	Case study	CO4
3	Developing Cross-Cultural Intelligence	Peng, FAN	3	Key points: cross-cultural intelligence improvement Difficulties: cross-cultural management in IB	Integrated	Case study Group discussion Assignment 1	CO4
6	Chinese MNEs' Outward FDI	Peng, FAN	3	Key points: political, economic, legal systems and culture differences Difficulties: understand of challenges and opportunities of outward FDI	Integrated	Case study Group discussion	CO3
10	Cross border ecommerce	Peng, FAN	3	Key points: digital trade Difficulties: production selection, operational capacity	Integrated	Case study	CO3
12	Globalization of local enterprises in Dongguan	Peng, FAN	3	Key points: globalization of local enterprises Difficulties: data collection Ideological and Political Learning 5:	Integrated	Group discussion Team presentation	CO3

				Help students understand the challenges and opportunities of local enterprises in the process of internationalization through team presentation. Encourage students to explore the path of high-quality development for local enterprises. By doing this, students will eventually develop a good international vision and critical thinking ability.			
14	Business ethics	Peng, FAN	3	Key points: definition of business ethics Difficulties: construction and application of business ethics	Integrated	Case study Group discussion	CO3
Total			16				

Grading

Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)						
		Participation	Assignment1	Assignment2	Presentation	Midterm Report	Final Examine	
CO1	1.2	10	0	5	5	10	30	60
CO2	3.3	0	0	0	0	5	0	5
CO3	5.1	0	0	5	5	5	10	25

CO4	6.2	0	10	0	0	0	0	10
Total		10	10	10	10	20	40	100

Note: 1) According to Article 12 of the Examination Management Regulations of Dongguan University of Technology, students who are absent from class for three times (or a total of six class hours) shall not be eligible to participate in the final assessment of this course. 2) The assessment criteria for each component are outlined in the attached document. 3) Zero tolerance for plagiarism.

Syllabus Submission Date: 2023.8.21

School Reviewal: Agree

Signature:

陈海东

Data: 2023.8.26

Appendix: Grading Criteria Rubrics

Participation Grading Criteria

Observation Points	Grading Criteria			
	<i>A(100)</i>	<i>B(80)</i>	<i>C(60)</i>	<i>D(0)</i>
Utilize theoretical knowledge to participate in classroom interaction. CO1: 1.0	Participate in classroom interaction five times.	Participate in classroom interaction four times.	Participate in classroom interaction three times.	Participate in classroom interaction less than three times.

Assignment 1 Grading Criteria

Observation Points	Grading Criteria			
	<i>A(100-90)</i>	<i>B(89-80)</i>	<i>C(79-60)</i>	<i>D(0)</i>
Master the skills of cross-cultural communication. CO4: 1.0	Demonstrate excellent cross-cultural communication skills while introducing Chinese culture to foreigners.	Demonstrate good cross-cultural communication skills while introducing Chinese culture to foreigners.	Demonstrate basic cross-cultural communication skills while introducing Chinese culture to foreigners.	Not submitte.

Assignment 2 Grading Criteria

Observation Points	Grading Criteria			
	<i>A(100-90)</i>	<i>B(89-80)</i>	<i>C(79-60)</i>	<i>D(59-0)</i>
Understand the concepts of CSR and SDGs. CO1: 0.5	Show a deeply understanding the definition of CSR and SDGs.	Show a clear understanding the definition of CSR and SDGs.	Show a basic understanding the definition of CSR and SDGs.	Fail to describe the definition of CSR and SDGs.
Apply theoretical knowledge to solve practical issues. CO3: 0.5	Deeply discuss the challenges the company encounters while implementing CSR and sustainability practices.	Discuss the challenges the company encounters while implementing CSR and sustainability practices.	Provide a simple discussion.	The conclusion lacks logical coherence.

Presentation Grading Criteria

Observation Points	Grading Criteria			
	<i>A(100-90)</i>	<i>B(89-80)</i>	<i>C(79-60)</i>	<i>D(59-0)</i>
Identify and understand the internationalization process. CO1: 0.5	Clearly describe the internationalization process of the local enterprise through field research.	Describe the internationalization process of the enterprise through a literature review.	Commonly describe the internationalization process of the enterprise through literature review.	Fail to describe the internationalization process of the enterprise.

Apply theoretical knowledge to solve practical problems. CO3: 0.5	Provide profound management insights and exhibit a high level of feasibility.	Provide profound management insights and demonstrate a certain level of feasibility.	Provide a simple discussion.	Lack logical coherence.
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Midterm Report Grading Criteria

Observation Points	Grading Criteria			
	<i>A(100-90)</i>	<i>B(89-80)</i>	<i>C(79-60)</i>	<i>D(59-0)</i>
Identify emerging market expansion strategies for Chinese multinational enterprises. CO1: 0.5	Clearly describe the expansion strategies and the challenges faced by Chinese multinational enterprises using case study.	Adequately describe the expansion strategies and the challenges faced by Chinese multinational enterprises	Broadly describe the expansion strategies and the challenges faced by Chinese multinational enterprises.	Fail to describe the expansion strategies and the challenges faced by Chinese multinational enterprises.
Master the conventions of writing an academic report. CO2: 0.25	Thoroughly meet academic paper writing and formatting standards.	Meet academic paper writing and formatting standards.	Essentially meet academic paper writing and formatting standards.	Fail to meet academic paper writing and formatting standards.
Propose problem-solving approaches. CO3: 0.25	Provide profound management insights and exhibit a high level of feasibility.	Provide profound management insights and demonstrate a certain level of feasibility.	Provide a simple discussion.	Lack logical coherence.

Final Examine Grading Criteria

Observation Points	Grading Criteria			
	<i>A(100-90)</i>	<i>B(89-80)</i>	<i>C(79-60)</i>	<i>D(59-0)</i>
<p>CO1: Understand basic knowledge of economics, management, international trade.</p> <p>CO1: 0.75</p>	Show an in-depth understanding of theoretical knowledge.	Show a clear understanding of theoretical knowledge.	Show an understanding of theoretical knowledge.	Show a poor understanding of theoretical knowledge.
<p>CO3: Apply theoretical knowledge to solve practical issues faced by MNEs in international business.</p> <p>CO3: 0.25</p>	Propose various methods and profound insights for solving practical issues.	Propose various methods for solving practical issues.	Propose basic methods for solving practical issues.	Fail to propose methods for practical issues.