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| Course Number | 38203 | Class | 00 |
| Course Title | International Trade Management | | |
| No. of Credit | 3-3-0 | | |
| Professor | Hyuksoo Cho | | |
| Department | International Trade | | |

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| Pre-requisite |
| Principles of International Trade & Trade English |
| 1.Objective |
| A presentation is an effective way to communicate to large numbers of people at the same time. However, it is not just about communicating information, but more importantly, to have advanced presentation skills you should be able to create interest and excitement in your subject and trust and enthusiasm in you. In international trade, buyers or sellers should learn how to get their counterparts to the business negotiation table. An effective business presentation can play an important role in the negotiation. This class aims to provide various contents and cases in terms of business presentation and communication. |
| 2.Grading |
| 1. Midterm exam : 30% 2. Final exam : 35% 3. Team work : 10% 4. Marketing plan : 5% 5. Attendance : 10% 6. Homework : 10% |
| 3.Required Texts |
| John J. Wild & Kenneth L. Wild, International Business: The Challenges of Globalization, Prentice Hall |
| 4.Assignments |
| Active participation is required. Understanding various text and video cases regarding international trade. |
| 5.Syllabus |
| <p>Week 1 Orientation, Resume H.W. 1. Making self-introduction 2. Making personal resume</p> <p>Week 2 Self-Introduction, Marketing plan H.W. 1. Reading text case 1 and making answers for discussion questions</p> <p>Week 3 Marketing plan, Globalization, Text case 1: MTV H.W. 1. Watching video case 1-1, 1-2 and making answers for discussion questions 2. Reading the text case 2 and making answers for discussion questions</p> <p>Week 4 Video case 1-1: Debate on globalization, 1-2: Globalization, Text case 2: Amazon.com story H.W. 1. Reading text case 3 and making answers for discussion questions</p> <p>Week 5 Cross-cultural business, Text case 3: Modernization or westernization H.W. 1. Watching video case 2 and making answers for discussion questions 2. Reading the text case 4 and making answers for discussion questions</p> <p>Week 6 Video case 2: Impact of culture on business, Text case 4: The global strategy of IKEA H.W. 1. Reading text case 5 and making answers for discussion questions</p> <p>Week 7 Text case 5: The J. Peterman story H.W. 1. Watching video case 3 and making answers for discussion questions 2. Reading the text case 6 and making answers for discussion questions</p> <p>Week 8 Midterm exam</p> <p>Week 9 Video case 3: Entry modes into the Chinese market, Text case 6: The Playboy story H.W. 1. Reading text case 7 and making answers for discussion questions</p> <p>Week 10 Foreign direct investment, Text case 7: Mercedes-Benz H.W. 1. Watching video case 4 and making answers for discussion questions 2. Reading the text case 8 and making answers for discussion questions</p> <p>Week 11 Text case 8: Tainted trade, Video case 4: European Union H.W. 1. Watching video case 5 and making answers for discussion questions</p> <p>Week 12 Regional economic integration, Video case 5: APEC H.W. 1. Reading text case 9 and making answers for discussion questions 2. Reading text case 10 and making answers for discussion questions</p> <p>Week 13 Text case 9: Unfair protection or valid defense, Text case 10: Toyota's strategy for production efficiency</p> <p>Week 14 Marketing plan presentation</p> <p>Week 15 Final exam</p> |
| 6.Additional References |
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