

**Extended Syllabus**  
**(Spring 2017)**

<b>Course Title</b>	International Business	<b>Course Number</b>	MGT3007-03
<b>Credit</b>	3	<b>Enrollment Eligibility</b>	
<b>Class Time</b>	M 15:00-16:15/ W 16:30-17:45	<b>Classroom</b>	

<b>Instructor's Photo</b>	<b>Name:</b> Chung, Sun Wook	<b>Homepage:</b>
	<b>E-mail:</b>	<b>Telephone:</b>
	<b>Office:</b> <b>Office Hours:</b>	

**Sogang Business School Mission**

- 1) To provide outstanding education grounded in Jesuit tradition that cultivates students to become responsible leaders of the global business community through a devoted contribution to mankind and,
- 2) To create new knowledge necessary for advancement of the academic and business communities by promoting top-quality scholarship and research

**Sogang Business School Vision**

A Leading Business School in Asia

**Sogang Business School Learning Goals**

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|----------------------|---|
| <b>Globalization</b> | 1) Global communication skills                              |
|                      | 2) Understanding of global business environments            |
| <b>Leadership</b>    | 1) Understanding of leadership and team processes           |
|                      | 2) Communication skills                                     |
| <b>Excellence</b>    | 1) Analytic skills of business problems                     |
|                      | 2) Business problem identification and solution development |

- Ethics
- 1) Understanding of ethical standards in business activities
  - 2) Understanding of corporate social responsibility

**☐. Course Overview**

1. Description							
This course is intended for students who will take a role for global business/ operations in private firms, governments, and non-governmental organizations. This course will be useful for students who seek to have a nuanced understanding of globalized economy.							
2. Prerequisites							
There is no prerequisite in this course.							
3. Course Format (%)							
Lecture	Discussion	Experiment/Practicum	Field study	Presentations	Other		
50 %	25 %	%	%	25 %	%		
4. Evaluation (%)							
mid-term Exam	Final exam	Quizzes	Presentations	Project	Assignments	Participation	Other
20%	25 %	20 %	%	20 %	%	15 %	%

**☐. Course Objectives**

Students will learn about conceptual and analytical framework with which to formulate and implement effective business strategies and operations in the globalized economy. By the end of the semester, students will have a good understanding of important strategic and operational issues as well as different business environments in international management.

## ☐. Course Format

(\* In detail)

This course is built to enable students to apply what is learned in class into real world issues. Therefore, students will learn about basic concepts and terms on Monday in each week and apply new concepts to real world cases on Friday.

## ☐. Course Requirements and Grading Criteria

Two quizzes: each 10 percent

Two quizzes are scheduled throughout the semester.

Two exam (mid-term, final exam)

The mid-term exam will cover the first half of the semester. The type of questions will be mixture of multiple choice, fill-in-the-blank questions, short-answer questions, and essay questions.

The final exam will cover the second half of the semester. The type of questions will be mixture of multiple choice, fill-in-the-blank questions, short-answer questions, and essay questions.

Team project: 20 percent

## ☐. Course Policies

Late submission: the penalty will be applied to late submission.

Plagiarism: plagiarism (in exams and project) will be reported to the university administrative office.

## ☐. Materials and References

Textbook:

International Business, written by Charles Hill, Chow-Hou Wee, and Krishna Udayasankar (2016).

2<sup>nd</sup> Edition. McGraw-Hill.

Other references:

International Business: The Challenges of Globalization, written by John Wild and Kenneth Wild (Sixth Edition). Pearson.

International Business: Environments and Operations, written by John Daniels et al. (Fourteenth Edition). Pearson.

**II. Course Schedule**

(\* Subject to change)

<b>Week 1</b>	<b>Learning Objectives</b>	Understand globalized economy, globalization, debates over the impact of globalization
	<b>Topics</b>	Globalization
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials & cases
	<b>Materials (Required Readings)</b>	Ch. 1
	<b>Assignments</b>	Read Ch. 1
<b>Week 2</b>	<b>Learning Objectives</b>	Understand national differences in terms of political systems, economic systems, and legal systems
	<b>Topics</b>	National differences
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials & cases
	<b>Materials (Required Readings)</b>	Ch. 2 and reading materials
	<b>Assignments</b>	Read Ch. 2 and analyze assigned cases
<b>Week 3</b>	<b>Learning Objectives</b>	Understand cultural differences and discuss the implications of culture in international business
	<b>Topics</b>	Cultural differences, cross cultural management

	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials & cases
	<b>Materials (Required Readings)</b>	Ch. 3 and reading materials
	<b>Assignments</b>	Read Ch. 3 and prepare discussion regarding reading materials
<b>Week 4</b>	<b>Learning Objectives</b>	Be familiar with ethical issues faced by international businesses
	<b>Topics</b>	Ethics and corporate social responsibility (CSR)
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials & cases
	<b>Materials (Required Readings)</b>	Ch. 4 and the Apple case
	<b>Assignments</b>	Read Ch. 4 and analyze the Apple case
<b>Week 5</b>	<b>Learning Objectives</b>	Understand international trade theories
	<b>Topics</b>	Trade theories
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials
	<b>Materials (Required Readings)</b>	Trade in Information Technology and U.S. Economic Growth
	<b>Assignments</b>	Read Ch. 5
<b>Week 6</b>	<b>Learning Objectives</b>	Understand governments' intervention policies
	<b>Topics</b>	Trade policy

	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials
	<b>Materials (Required Readings)</b>	Ch. 6
	<b>Assignments</b>	Read Ch. 6

<b>Week 7</b>	<b>Learning Objectives</b>	Outline presentation (re. final project) – Monday Understand global capital market (invited speaker) – Wednesday
	<b>Topics</b>	Global capital market
	<b>Class Work (Methods)</b>	
	<b>Materials (Required Readings)</b>	10 minutes per student (or team) - Monday
	<b>Assignments</b>	

<b>Week 8</b>	<b>Learning Objectives</b>	Wrap-up (M), Mid-term exam (W)
	<b>Topics</b>	
	<b>Class Work (Methods)</b>	
	<b>Materials (Required Readings)</b>	
	<b>Assignments</b>	

<b>Week 9</b>	<b>Learning Objectives</b>	Understand FDI (benefits, costs, and various FDI theories)
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	<b>Topics</b>	FDI
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials
	<b>Materials (Required Readings)</b>	Ch. 7
	<b>Assignments</b>	Read Ch. 7
<b>Week 10</b>	<b>Learning Objectives</b>	Understand regional economic integration
	<b>Topics</b>	Regional economic integration
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials

	<b>Materials (Required Readings)</b>	Ch. 8 and the NAFTA/ ASEAN cases
	<b>Assignments</b>	Read Ch. 8 and the NAFTA/ ASEAN cases
<b>Week 11</b>	<b>Learning Objectives</b>	Understand foreign exchange market
	<b>Topics</b>	foreign exchange market, international monetary system
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials
	<b>Materials (Required Readings)</b>	Ch. 9, 10
	<b>Assignments</b>	Read Ch. 9, 10

Week 12	<b>Learning Objectives</b>	Understand global HR and organization issues
	<b>Topics</b>	global HR and organization design
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials
	<b>Materials (Required Readings)</b>	Ch. 18 and the ABB matrix organization case
	<b>Assignments</b>	Read Ch. 18 and the ABB matrix organization case
Week 13	<b>Learning Objectives</b>	Understand international business strategy
	<b>Topics</b>	International business strategy
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials
	<b>Materials (Required Readings)</b>	Ch. 12 and the Wal-Mart case
	<b>Assignments</b>	Read Ch. 12 and the Wal-Mart case
Week 14	<b>Learning Objectives</b>	Understand global production, outsourcing, and logistics
	<b>Topics</b>	Global Production, Outsourcing, and Logistics
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials
	<b>Materials (Required Readings)</b>	Ch. 16 and the Fedex case
	<b>Assignments</b>	Read Ch. 16 and the Fedex case



Week 15	<b>Learning Objectives</b>	Understand global marketing
	<b>Topics</b>	Global marketing
	<b>Class Work (Methods)</b>	Lecture/Discussion with video materials
	<b>Materials (Required Readings)</b>	Ch. 17 and the KFC China case
	<b>Assignments</b>	Read Ch. 17 and the KFC China case
Week 16	<b>Learning Objectives</b>	Wrap-up (M)/ final exam (W)
	<b>Topics</b>	
	<b>Class Work (Methods)</b>	
	<b>Materials (Required Readings)</b>	
	<b>Assignments</b>	

#### ☐. Special Accommodations

In case you want to request special accommodations to take courses and exams due to a temporary or permanent physical, sensory, psychological/ emotional or learning disability, contact the school office at 02-705-7833 (or 02-705-8124) or directly email the instructor (sss@soygang.ac.kr). The instructor will take all necessary measures to accommodate any needs that can be acknowledged by the school policy.