

National Dong Hwa University
2025 Spring Semester
International Business Management
(MSF_10160/FIN_B0140)

2025.02.19

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Office: Management building B312 (管 B312)

Classroom: **Management building, C109 (管 C109)**

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I. Course description and Objective

1. Course description:

This is an introductory course in international business. The content of this course include: 1. an overview of the means of conducting 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 international business transactions and the institutions influencing those activities; 4. the dynamic interface between countries and companies attempting to conduct foreign business activities; 5. corporate strategy alternatives for global operations; and 6. international activities that fall largely within functional disciplines.

2. Course objective:

By the end of this course students should be able to:

- (1) Demonstrate or understanding of the similarities (without which no international business could take place) and differences among the peoples of the world and how they affect business management.
- (2) Understand the different challenges business face when they operate in an international environment;
- (3) Apply theories, tools, and insights found in the field of international management to common real world scenarios.
- (4) Discuss how various legal, political, economic, and cultural systems affect business attitudes and behavior.
- (5) Examine the international institutions and practices that impact international business;
- (6) Show understanding of the implications of unfolding world events for the practice of

international management.

II. Teaching and Learning Strategy

- Lectures
- Readings (from Harvard Business Review)
- Case studies and discussion (from after Chapter mini-case or Harvard Business Case)
- Team Case project
- Oral Presentations
- Written assignment
- Final project

III. Course Schedule (subject to change):

Week/ Date	Topic	Note/ Task (Case or Reading)/Topic related
W1/ 02.19	Class introduction	
Part One. Introduction and Overview		
W2/ 02.26	Topic 1 (Ch 1). Globalization (1/2)	1. Task presentation team assigned 2. Final project presentation team assigned
Part Two. National Differences		
W3/ 03.05	Topic 1 (Ch 1). Globalization (2/2)/ Topic 2 (Ch 2). National differences in political, economic, and legal systems (1/2)	
W4/ 03.12	Topic 2 (Ch 2). National differences in political, economic, and legal systems (2/2)	
W5/ 03.19	Topic 3 (Ch 3). National differences in economic development	☉ Task 1: team presentation
W6/ 03.26	Topic 4 (Ch 4). Differences in culture	☉ Task 2: team presentation
W7/ 04.02	Topic 5 (Ch5). Ethics, corporate social responsibility, and sustainability	☉ Task 3: team presentation
W8/	*Mid-term exam (Quiz 1)	

04.09		
Part Three. The Global Trade and Investment Environment/ Part Four. The Strategy and Structure of International Business		
W9/ 04.16	Topic 6 (Ch 6). International trade theory	◎ Task 4: team presentation
W10/ 04.23	Topic 7 (Ch 8). Foreign direct investment	◎ Task 5: team presentation
W11 / 04.30	Topic 8 (Ch 7). Government policy and international trade/ Topic 9 (Ch 9). Regional economic integration	◎ Task 6: team presentation
W12/ 05.07	Topic 10 (Ch12). The strategy of international business	◎ Task 7: team presentation
W13/ 05.14	Topic 11 (Ch 13). Entering developed and emerging markets	◎ Task 8: team presentation
Part Five. International Business Functions		
W14/ 05.21	Topic 12 (Ch 14). Exporting, importing, and countertrade Topic 13 (Ch 16). Global marketing and business analytics	
W15/ 05.28	*Final exam (Quiz 2)	
W16/ 06.04	Final project presentation (1/2) Team 1~4	1) Task presentation; 2) Final project presentation (1/2)
W17/ 06.11	Final project presentation (2/2) Team 5~7	-Final project presentation (2/2)
W18/ 06.18	Flexibly supplemental teaching week	TBA

IV. Grading policy

Item	Points	Description
Class participation (Individual-based)	25	1. *Class attendance (10 points) (10*1pts) 2. Class participation (15 points)
Exam*2 (Individual-based)	35	Mid-term exam: 15 points ; final exam: 20 points
Task presentation	15	Task presentation*1 (Team-based)

(Team-based)		
Final project presentation (Team-based)	25	Comprehensive final term project
Total points	100	

V. Textbook

Global Business Today, **2024 Release**, Charles W. L. Hill, McGraw-Hill Education.