

International Business Management

全球策略管理

Undergraduate, 2007 Spring

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I. Course Objectives

More and more firms are involved with international business. Limited market size and natural resources make it imperative for Taiwanese firms to penetrate foreign markets as well as faced competition from many foreign MNCs in domestic market. This course, International Business, is designed to enhance the understanding of international business. The specific objectives are two:(1) to acquaint the student with the knowledge and skills needed for international management, and (2) to evaluate the impact of environmental changes on international business and derive strategies to respond to these change.

II. Evaluation

	<u>Percentage</u>
Class participation and preparation (including class attendance and test)	25
Midterm Exam	30
Final Exam	30
Assignment(s)	<u>15</u>
Total	100

III. Text

Griffin, R. W. and Pustay, M. W., International Business: A Managerial Perspective, 4th edition, NY: Prentice-Hall International, 2004. (BestWise Publishing Company)

IV. Course Format

The format of class sessions includes lecture material supplemented by cases for illustrating certain topics. Students' participation is mandatory and students are expected to read the textbook and prepare the cased before class. The instructor will make cold calls to ensure that the students have made adequate efforts to attend the class. To facilitate teaching, please use a name card during every class.

Case preparation can be done by groups of students. I do not ask you to conduct a comprehensive analysis for each case. You only have to prepare answers to the questions listed and write-up is not always needed. Active participation in case

discussions can demonstrate your degree of preparation. The instructor may ask you to discuss some case materials or address other questions in class.

Assignment(s) are team works. The size of a report should be limited to 8 typed-pages, excluding tables, figures and references. The topics will be announced in class. Please remember that: (1) give appropriate credits to other researchers; (2) no packaging is needed; and (3) submit assignments on time and no late submission will be accepted.

Essay-type of questions and multiple choices will be given in the midterm and final examinations.

As a courtesy to your instructor and classmates, please abide by the following rules:

- (1) Do not miss classes and no entry if late for more than 15 minutes;
- (2) Turn off pages or cellular phones

V. Class Schedule

Week	Topic
1	Introduction
2	An Overview of international business. (Ch1)
3	Theories of trade and foreign direct investment I. (Ch6).
4	Theories of trade and foreign direct investment II. (Ch6).
5	Foreign market entry strategies. (Ch12).
6	The cultural environment. (Ch.4).
7	The international political and legal environment. (Ch.3).
8	The international monetary system and the Balance of Payment. (Ch.7)
9	*****Midterm examination*****
10	Foreign exchange and international financial markets. (Ch.8).
11	International strategy management. (Ch. 11)
12	International Cooperation Among Nations. (Ch.10).
13	International strategic alliances. (Ch.13).
14	International organization design and control. (Ch. 14)
15	Leadership and Employee behavior in international business. (Ch.15)
16	International marketing (Ch.16).
17	International human resource management and labor relations(Ch.20).
18	*****Final examination*****