

International Business

Prof. Jun Yeup Kim

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Course Description:

This is an introductory course in international business. The basic content of the course includes (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 culture and 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 ethical issues in international business and their implications for managers; (5) the dynamic interface between countries and companies attempting to conduct foreign business activities including foreign direct investment; (6) corporate strategy alternatives for global operations; and (7) international activities that fall largely within functional disciplines.

Course Objectives:

1. Understand the different challenges business face when they operate in an international environment;
2. Examine the various cultural, political and legal issues that impact international business activity;
3. Examine the international institutions and practices that impact international business;
4. Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates;
5. Appreciate the interaction of business and government as they relate to international commerce;
6. Develop insight into the management implications of international business strategy and operations.

Required Text:

Hill, Charles W. *International Business*. McGraw-Hill. 8th Edition. 2011.

Daniels, John D, Radebaugh, Lee H, Sullivan, D. *International Business: Environment and Operation*. Pearson. 13th Edition. 2011

Pankaj Ghemawat, 'Distance Still Matters', Harvard Business Review

Supplementary Student Support Materials:

The required text will be supplemented by outside readings from selected periodicals and journals. Reading of *Financial Times* on a regular basis will be especially helpful in dealing with issues of current interest to this class.

Cases at the end of each part of the textbook will be assigned to case teams for write-up and presentation in class.

Assignments

Week 1

Introduction and Course Overview – Background for International Business

-Globalization and International Business

Week 2

Comparative Business Environmental Framework

-National Differences in Political Economy

-The Cultural Environments Facing Business

Week 3

Ethics in International Business

Preparation of Case Analysis

Week 4

Economics and Emerging Markets

Week 5

The strategy of International Business

Country Evaluation and Selection

Week 6

Quiz

Week 7

Foreign Direct Investment & Collaborative Strategies

Case Analysis of Entry strategy & Strategic Alliance

Week 8

Midterm Exam Period (No Class)

Week 9

Entry Strategy and Strategic Alliance

Week 10-11

Managing International Operation

Global Marketing Strategies - Introduction of Game Project

Week 11

Group Presentation

Week 12

Group Presentation

Week 13

Group Presentation

Week 14

Group Presentation

Week 15

Final Exam

Weeks 11-15 allow time for group project presentation projects include a field study to explore entry into a “foreign” culture, an international strategy development plan for a student product idea, a field guide to doing business in a specific country.

Additional assessment activities, such as quizzes, more exams, questions and research exercises might be added to this draft syllabus.