# JIANGXI UNIVERSITY OF FINANCE AND ECONOMICS School of International Economics and Trade

**Course 5005500352**

**Transnational Corporation Governance**

**(Second Term, 2019-2020)**

**INSTRUCTOR**

|  |  |
| --- | --- |
| Name: | Dr. HE Chong Cynthia |
| Office: | Rm 425, Yi Zhen Building |
| E-mail: | hechong@jxufe.edu.cn |
| Office hours: | By appointment |

**COURSE OVERVIEW**

The rise of the transnational corporation (TNC; also referred as multinational enterprise, MNE) has been a remarkable phenomenon for tens of years. Nowadays MNEs are playing important role in the world economy. This course covers the basic background information of MNEs and topics of multinational management. The basic background information involves the concept, historical development, current status, and theory of MNE. Multinational management topics concerning environment influence, strategy, organization design, human resource management, leadership, corporate governance, and financial management will be discussed.

|  |
| --- |
| **COURSE OBJECTIVE(S)** |

This course is to introduce the fundamentals of MNEs and MNE management and to help students develop an understanding of MNE, critical management knowledge of MNEs, and basic analytic skills of situations that MNEs may face.

|  |
| --- |
| **RECOMMENDED LEARNING RESOURCES** |

Because the course covers a wide range of areas and no single book is found to deal with all of the related issues, I will use the following reference books for teaching instead. The reading list will be provided for each lecture.

Barney, J. B. 2011. Gaining and Sustaining Competitive Advantage, 4th ed. Englewood, NJ: Prentice Hall.

Buckley, P.J., Enderwick, P., & Cross, A.R. 2018. International business. Oxford, UK: Oxford University Press.

Cullen, J.B., & Parboteeah, K.P. 2017. Multinational management: A strategic approach, 6th ed. Beijing, China: China Renmin University Press.

Daniels, J.D., Radebaugh, L.H., & Sullivan, D.P. 2009. International Business: Environments and Operations, 11th ed. Beijing, China: China Machine Press.

Deresky, H. 2017. International management: Managing across borders and cultures, text and cases, 8th ed. Beijing, China: China Renmin University Press.

Dunning, J. H., & Lundan, S. M. 2008. Multinational Enterprises and the Global Economy, 2nd ed. Cheltenham, UK ; Northampton, MA : Edward Elgar.

Eiteman, D.K., Stonehill, A.I., & Moffett, M.H. 2016. Multinational Business Finance, 12th ed. Beijing: China Machine Press.

Hill, C.W.L. International Business: Competing in the international marketplace, 9th ed. Beijing, China: China Remin University Press.

Luthans, F. & Doh, J. P. 2014. International Management: Culture, Strategy and behavior, 8th ed. Beijing, China: China Machine Press.

Peng, M.W. 2010. Global Business. Beijing, China: China Remin University Press.

Peng, M.W. 2012. Global Strategy, 3rd ed. Mason, OH: South-Western.

|  |
| --- |
| **OTHER RESOURCES** |

The JXUFE Library subscribes (electronically) to a wide range of academic journals. The following is a list of publications that may be helpful for your learning of this module and your research:

* Journal of International Business Studies
* Journal of World Business
* International Business Review
* Management International Review
* Journal of International Management
* Journal of International Marketing
* International Market Review
* Global Strategy Journal
* Strategic Management Journal
* Harvard Business Review

|  |
| --- |
| **GRADING WEIGHTS** |

|  |  |
| --- | --- |
| Class Participation (including attendance) | 15% |
| Individual Presentation | 15% |
| Exercise | 20% |
| Group Project | 50% |
| Total | 100% |

Individual Presentation

For this assignment, every student will conduct an environment analysis of a country, maybe your home country, and make a 10-minute presentation to class. A hardcopy of the slides should be submitted before the presentation. More information about this assignment will be provided in class.

Group Project

This assignment has two parts: a group presentation (20%) and a group written report (30%). You will divide yourselves into groups so that each group consists of 2 to 4 members maximum. Each group will choose i) a country and ii) a multinational enterprise which is not headquartered in this country but currently has direct investment in the country. Then i) assess the country’s environment; ii) analyze the MNE and/or its subsidiaries in the country; iii) identify no more than three (potential) problem(s) you think can be important for the MNE in the country, and offer suggestions for the problem(s). Teams will be responsible for making a 20-minute presentation to class and write a report. More about this assignment will be discussed in class.

|  |
| --- |
| **CLASS SCHEDULE (TENTATIVE)** |

|  |  |  |  |
| --- | --- | --- | --- |
| Week | Date | Hours | Topics |
| 1 | March 24 | 3 | Introduction |
| 2 | March 31 | 3 | FDI theory: Why firms become MNEs? |
| 3 | April 7 | 3 | External environment I |
| 4 | April 14 | 3 | External environment II |
| 5 | April 21 | 3 | Global strategic management |
| 6 | April 28 | 3 | Individual presentation |
| 7 | May 5 | 3 | Organization of MNEs |
| 8 | May 12 | 3 | International human recourse management |
| 9 | May 19 | 3 | International financial management |
| 10 | May 26 | 3 | Corporate governance |
| 11 | June 2 | 2 | Group presentation  Course review |