**附件4：教学大纲**

《国际商务》

课程教学大纲

课程编号：

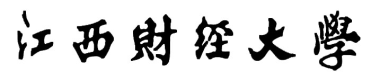
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制定（或修订）时间：2017年 月 日

**江西财经大学**



**《国际商务》课程教学大纲**

江西财经大学

**1、GENERALINFORMATION**

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| 课程名称  Course Name | 国际商务International Business | | |
| 授课语言  Teaching Language | 英语English | 先修课程  Prerequisites | 微观经济学，管理学Microeconomics, Principles of Management |
| 适用专业  Designed for | MIB &IMIB | 课程性质  Compulsory/Selective | 必修  compulsory |
| 学分  Credits | 3 | 总学时数  Contact Hours | 48 |
| 开课学院  Offered in | 国际经贸学院  School of International Economics and Trade | 任课教师  Lecturer | 邓军  Dr. Jun Deng |
| 编写人  Editor | 邓军  Dr. Jun Deng | 大纲主审人  Proofreader | 吴朝阳  Prof. Zhaoyang Wu |
| 课程负责人  Head of Course | 邓军  Dr. Jun Deng | 翻译  Translator | 邓军  Dr. Jun Deng |
| 使用教材  Text Books | 国际商务，第9版，查尔斯希尔，中国人民大学出版社，2013年  International Business, 9th edition,Charles W.L.Hill, McGraw-Hill &China Renmin Uinversity Press, 2013 | | |
| 教学参考资料  References | 全球商务，第7版，查尔斯希尔等，中国机械工业出版社，2013年  Global Business Today, 7th edition, Charles W.L.Hill and William Hemfindez—Requejo, McGraw-Hill & China Machine Press, 2013.  补充性案例分析材料在课堂教学过程中发放  Case analysis handouts will be provided in class. | | |
| 课程教学目的  Objectives | **了解与掌握Knowledge and understanding of**   1. 国际商务的主要概念，国际商务运作过程面临的环境挑战，国际化的动因与基础理论   the main concepts relating to international business, the challenging international environment in which international businesses are operating, the motivations and basic theories of business internationalization.   1. 跨国企业市场进入策略，组织策略，运作管理等经营管理战略选择   market entry strategies, organization structure and operation management of international businesses  **技能与能力Skill and ability to**   1. 理解国际企业面临不同于国内企业的各种挑战与困难。   -Understand the different challenges business face when they operate in an international environment;   1. 探讨不同的文化、政治和法律环境，及其对国际企业运作的影响。   -Examine the various cultural, political and legal issues that impact international business activity;   1. 探讨国际组织对跨国企业的影响   -Examine the international institutions and practices that impact international business;   1. 理解贸易与投资理论、外汇以及汇率决定理论   -Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates;   1. 理解跨国企业与当地政府之间的关系   -Appreciate the interaction of business and government as they relate to international commerce;   1. 掌握国际企业战略与运作管理的选择及规律   -Develop insight into the management implications of international business strategy and operations. | | |
| 课程教学要求  Teaching Methods &  Requirements | **教学方法Teaching Methods**  教学方法采用综合的教学方式，包括课堂讲授、课堂讨论、案例分析、课程报告，教学目的是使学生通过各种案例来掌握并理解基本概念与知识，发展相关管理技能  Teaching methods will involve a combination of formal lectures,classroom discussion, case study, and presentation. Students will be encouraged to explore the application of concepts learned through cases in class.  **具体教学要求 SpecificRequirementsas following：**  **1.课堂讨论与作业Classroom Discussion and Home work**  课堂讨论要求学生运用所学的跨国企业管理实践与理论知识，分析实际问题。课堂讨论的的结果要求在课堂中汇报，并写成书面作业。  Classroom Discussion is designed to assess the students’ ability to solve complex problems relating to theory and practice of international business. Classroom Discussion should be handed in and presented during the class at the teacher’s discretion.  **2. 小组案例分析与汇报Group Case Study and Presentation**  综合案例设计的目的是为了考察学生运用理论知识分析实际案例的技能与知识掌握程度。学生要求分析一个跨国公司如何进入中国市场及其采用的各种战略。  A comprehensive Case study is designed to cover the learning outcomes for the course and to test skill development and assess the students’ ability to put theory into application. Students are required to analyze one case on how a multinational corporation enters Chinese market.   1. **团队合作Team Work**   学生要求以小组形成完成课堂讨论与案例分析的报告。小组成员团结合作提供研究报告，每个小组成员得分相同。  Students are required to form team to jointly finish Classroom Discussion and Case Study and make presentation. Team members will work together to produce a joint report, and each member of a team will receive the same mark for the report. | | |
| 评价与考试  Assessments | |  |  | | --- | --- | | 出勤Attendance | 10% | | 课堂讨论与课后作业Classroom Discussion and Home work | 30% | | 小组案例分析与报告Group Case Study and Presentation | 60% | | 总计Total | 100% |   本课程的通过的标准为百分制成绩的60%。根据学校要求，所有学生必须按时出勤  To achieve a pass grade in this course, students must obtain 60% or more as an aggregate mark on the assessment.Regular attendance of classes is compulsory according to regulations of JUFE. | | |

**2、Tentative Schedule**

**（Subject to Change; LastUpdated: March 9, 2017）**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **校历周次**  **Week** | **授课日期**  **Date** | **学**  **时**  **数**  **hrs** | **教学内容**  **安排**  **Topic** | **教学**  **形式**  **Format** | **教学手段**  **Activity** | **课后作业或辅导安排**  **Require reading/**  **Assignment** | **执行情况**  **application** | **备 注**  **others** |
| 1 | February-  28 | 3 | Course Introduction | Lecture | Presentation and Discussion |  |  |  |
| 2 | March-07 | 3 | Globalization | Lecture | Presentation and case study |  |  |  |
| 3 | March-14 | 3 | National Differences in Political Economy | Lecture | Presentation and Discussion |  |  |  |
| 4 | March-21 | 3 | National Differences in Political Economy | Lecture | Presentation and Discussion |  |  |  |
| 5 | March-28 | 3 | Differences in Culture | Lecture | Presentation and case study |  |  |  |
| 6 | April-11 | 3 | Differences in Culture | Lecture | Presentation and case study |  |  |  |
| 7 | April-18 | 3 | The Foreign Exchange Market | Lecture | Presentation and case study |  |  |  |
| 8 | April-25 | 3 | Entry Strategy and Strategic Alliances | Lecture | Presentation and case study |  |  |  |
| 9 | May-  02 | 3 | Entry Strategy and Strategic Alliances | Lecture | Presentation and case study |  |  |  |
| 10 | May-  09 | 3 | Foreign Direct Investment | Lecture | Presentation and case study |  |  |  |
| 11 | May-  16 | 3 | The Strategy of International Business | Lecture | Presentation and case study |  |  |  |
| 12 | May-  23 | 3 | The Strategy of International Business | Lecture | Presentation and case study |  |  |  |
| 13 | June-  06 | 3 | The Organization of International Business | Lecture | Presentation and case study |  |  |  |
| 14 | June-  13 | 3 | The Organization of International Business | Lecture | Presentation and case study |  |  |  |
| 15 | June-  20 | 3 | Production, Outsourcing, and Logistics | Lecture | Presentation and case study |  |  |  |
| 16 | June-  20 | 3 | Review and group case presentation | Lecture | Presentation and discussion |  |  |  |
| 合 计  Total | | 48 |  |  |  |  |  |  |