



江西財經大學

JIANGXI UNIVERSITY OF FINANCE & ECONOMICS

Course Title:

International Business

Course Code: FS334

Credits: 3

Teaching hours: 48

Prerequisites: basic knowledge of microeconomics and macroeconomics

Semester: Spring Semester

Lecturer's Information:

Name: Dr. Jun Deng

Office Hour: after class or per Email

Email : kevin_intl@jxufe.edu.cn

Telephone: 13732947069

Course Description

This is an introductory and comprehensive 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 business 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 financial exchange systems and institutions that measure and facilitate international transactions; (5) the dynamic interface between countries and companies attempting to conduct foreign business activities; (6) corporate strategy alternatives for global operations; and (7) international activities that fall largely within functional disciplines.

Aims and Objectives:

The main objectives of this course are to introduce 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. Emphasis will be given to discussing market entry strategies, organization structure and operation management of international businesses. This

course helps students understand the differences between international and domestic business. Special attention is also placed on using relevant conceptual framework to interpret the practice of international businesses through up-to-date cases.

Learning Outcomes:

On completion of the course a student should be able to

- Understand the different challenges faced by businesses when they operate in an international environment;
- Examine the various cultural, political and legal issues that impact on international business activity;
- Examine the international institutions and practices that impact international business;
- Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates;
- Appreciate the interaction of business and government as they relate to international commerce;
- Develop insights into the management implications of international business strategies and operations.

Teaching Methods:

Teaching methods will involve a combination of formal lectures, group work, case study, presentation.

Students will be encouraged to explore the application of concepts learned through contemporary case in class.

Assessment:

Final Written Examination	60%
Homework Assignments	20%
Case Study	20%
Total	100%

To achieve a pass grade in this course, students must obtain 60% or more as an aggregate mark on the assessment.

Final Written Examination

Final written examination is designed to cover the learning outcomes for the course and to test skill development. Questions are set not only to test students' basic comprehension of the syllabus but also their ability to apply such knowledge in particular contexts.

Homework Assignments and Presentation

Homework Assignments are designed to assess the students' ability to solve complex problems relating to the theory and practice of international business. Homework assignments should be submitted via Email. Hard copies of the assignments should also be handed in and presented in class on designated dates.

Case Study and Presentation

The requirement for students to complete a case study is designed to assess the students' ability to put theory into practice. Students are required to analyze cases on how a multinational corporation enters a new market (China or your home country) and what strategies the firm adopts. A report should be formulated and presented. This report should be submitted via Email prior to presentation. Hard copies of this report should also be handed in on the day of presentation.

Team Work

Students are required to form teams to jointly finish Homework Assignments and the Case Study and to make presentations. Team members will work together to produce a joint report, and each member of a team will receive the same mark for the report. It is up to each team to allocate responsibilities between team members and organize its own work.

Your Input

You will be expected:

- to review your lecture notes and follow up references on lecture topic;
- to prepare for class discussion in advance by reading and preparing outline answers to questions and notes to form the basis of discussion;
- to work through lecture notes and other material regularly to check your understanding of the concepts and theories discussed, and to raise any difficulties with your class tutor or lecturer;

Course outline

1. Introduction and Overview

1.1 Globalization

1.2 Case Study

2. Country Differences

2.1 National Differences in Political Economy

2.2 Political Economy and Economic Development

- 2.3 Differences in Culture
- 2.4 Ethics in International Business
- 2.5 Case Study

3. The Global Trade and Investment Environment

- 3.1 International Trade Theory
- 3.2 The Political Economy of International Trade
- 3.3 Foreign Direct Investment
- 3.4 Regional Economic Integration
- 3.5 Case Study

4. The Global Monetary System

- 4.1 The Foreign Exchange Market
- 4.2 The International Monetary System
- 4.3 The Global Capital Market
- 4.4 Case Study

5. The Strategy and Structure of International Business

- 5.1 The Strategy of International Business
- 5.2 The Organization of International Business
- 5.3 Entry Strategy and Strategic Alliances
- 5.4 Case Study

6. Business Operations

- 6.1 Exporting, Importing, and Countertrade
- 6.2 Production, Outsourcing, and Logistics
- 6.3 Global Marketing and R&D
- 6.4 Global Human Resource Management
- 6.5 Accounting and Finance in the International Business
- 6.6 Case Study

Text Books and Indicative Reading List:

Hill, Charles W. International Business. McGraw-Hill. 7th Edition. 2009, or more recent edition.

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

Calendar of Teaching Activities

	Activities	Chapters	Things to remember
Week 1	Lecture	Ch 1	Library Sessions
Week 2	Lecture	Ch 2+3	Submit Names for Working Groups
Week 3	Lecture	Ch 4	
Week 4	Lecture	Ch 5+6	
Week 5	Lecture	Ch 7+8	
Week 6	Lecture	Ch 9	
Week 7	Lecture	Ch 10+11	
Week 8	Lecture	Ch 12	
Week 9	Lecture	Ch 13	
Week 10	Lecture	Ch 14	Homework and Case study Deadline
Week 11	Lecture	Ch15	
Week 12	Lecture	Ch 16	
Week 13	Lecture	Ch 17	
Week 14	Lecture	Ch 18	
Week 15	Lecture	Ch 19+20	
Week 16	Review		Review chapters taught before
Week 17	Final exam(time to be confirmed)		