

Semester: Spring 2019

International Business

Section 1

Instructor/Title	Professor Ingyu Oh
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【Course Outline / Description】

This course is an intermediate level analysis of international business for year 3 and 4 students. The course emphasizes international business strategies, culture, and institutions. Topics covered include globalization, benefits and costs of international trade, competitive strategy, organizations of the international business, political economy, emerging markets, and culture/institutions of home, supplier, and host countries.

The course considers various epistemological approaches to international business, including microeconomic (market & market failure), strategy (assets), and institutional (culture & organization) paradigms. The course also introduces and highlights what many call “high context cultures,” such as Japan, China, Korea, India, Mexico, Brazil, South Africa, Ghana, Dubai, Spain, Italy, and Russia.

Students are expected to understand all three approaches to the international business analysis and choose specific areas of concentration for a **term paper** that is required later in the year.

The first half of the module is dedicated to foundational concepts and the environment of international business. The first seven weeks of the course will familiarize students with the research topics and methods of the international business analysis. On a theoretical level, lectures on the process of the internationalization of capitalist trade will shed light on economics and history. On a methodological level, the course will introduce students to both quantitative and qualitative analyses of the international business. Subsequent lectures will shift the focus to institutional factors of the international business, including culture, institutions of governance and regulation, globalization, and the finance.

The second half of the course expands its scope to strategy, market entrance, operation, and functional/practical areas of international business. Various approaches to the global strategy of the firm will be introduced, focusing on the issue of internationalization of a firm and its market entrance strategies. Modes of market entrance, such as international trade, foreign direct investment, global sourcing, and international joint venture will be thoroughly discussed. On a functional/practical level, marketing, human resource management, and financial management will be discussed to close the whole discussion of the international business analysis.

Section 2

【Course Objectives/Goals/Learning Outcomes】

Upon completing this class, students should be able to:

- Analyze and explain the key features of East Asian pop culture industries
- Identify the principal actors, institutions, structures, and norms that shape the global phenomenon of East Asian pop culture

- Engage in basic research tasks using online databases and other resources
- Construct arguments, using data/evidence appropriately

Furthermore, this course is designed to help students:

- Develop thinking, learning and communication skills;
- Develop skills in identifying, accessing and evaluating sources of information;
- Promote curiosity and life-long learning.

Section 3

[Class Schedule/Class Environment, Literature and Materials]

Week 1 (Jan. 25, 30, Feb. 1) INTRODUCTION & GLOBALIZATION

Readings: Hill (Ch. 1); Walmart

Week 2 (Feb. 6, 8) NATIONAL DIFFERENCES IN POLITICAL ECONOMY

Readings: Hill (Ch. 2); Ghana vs. Korea

Week 3 (Feb. 13, 15) DIFFERENCES IN CULTURE

Readings: Hill (Ch. 3); Four Seasons

Week 4 (Feb. 20, 22) ETHICS IN INTERNATIONAL BUSINESS

Readings: Hill (Ch. 4); Google in China

Week 5 (Feb. 27, Mar. 1) INTERNATIONAL TRADE THEORY

Readings: Hill (Ch. 5); New Theories of International Trade

Week 6 (Mar. 6, 8) FOREIGN DIRECT INVESTMENT

Readings: Hill (Ch. 7); Yamaha Motor

Week 7 (Mar. 13, 15)

Midterm Exam

Week 8 (Mar. 27, 29) REGIONAL ECONOMIC INTEGRATION

Readings: Hill (Ch. 8); Brexit

Week 9 (Apr. 3, 5) INTERNATIONAL MONETARY SYSTEM

Readings: Hill (Ch. 10); To Float or Not to Float?

Week 10 (Apr. 10, 12) STRATEGY OF INTERNATIONAL BUSINESS

Readings: Hill (Ch. 11); Xiaomi

Week 11 (Apr. 17, 19) ENTERING FOREIGN MARKETS

Readings: Hill (Ch. 12); Uniqlo

Week 12 (Apr. 24, 26) EXPORTING, IMPORTING, AND COUNTERTRADE

Readings: Hill (Ch. 13); Ferro Industries

Week 13 (May 1) GLOBAL PRODUCTION, OUTSOURCING, AND LOGISTICS

Readings: Hill (Ch. 14); General Motors

Week 14 (May 8, 10) GLOBAL MARKETING & R&D

Readings: Hill (Ch. 15); Samsung

Week 15 (May 15, 17) GLOBAL HUMAN RESOURCE MANAGEMENT

Readings: Hill (Ch. 16); Haier; **Case Competition**

Week 16 (May 22)

Final Exam

【Textbooks/Reading Materials】

Course Pack: Harvard Business Publishing International Business (\$51.00)

You can download the course pack from the following link:

<https://hbsp.harvard.edu/import/539260>

Optional Readings: Charles Hill. *Global Business Today*, Sixth Edition. McGraw Hill.

Section 4

【Learning Assessments/Grading Rubric】

- Attendance 10%
- Midterm Exam 30%
- Team Project 30%
- Final Exam 30%

Section 5

【Additional Information】

In this course, students learn by reading and reflecting on the assigned texts, listening to the instructor's lectures, participating in class discussion, participating in formal debates, and asking questions--lots of questions. This class meets 3 hours a week. Students can expect 6 to 8 hours of preparation (reading, reflecting, preparing written assignments, reviewing notes, preparing for tests, etc.) per week.