



Hankuk University of Foreign Studies

2019 Summer Session

BUS 202 International Business

Course Outline

Term: July 01-August 02,2019

Class Hours: 16:00-17:50 (Monday through Friday)

Course Code: BUS 202

Instructor: Dr. Vasudevan Ramanujam

Home Institution: Case Western Reserve University, Cleveland, OH, USA

Office Hours: TBA

Email: vasudevan.ramanujam@case.edu

Credit: 4

Class Hours: This course will have 72 class hours, including 40 lecture hours, 10 lecturer office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

Course Description:

While cross-border trade and human interactions among nations of the world community are not exactly new, it is an undeniable fact that the world today is more closely integrated on political, economic, and social levels than ever before in its entire recorded history. In particular, the hastened pace of globalization in the post-World War II period has both created incredible opportunities and challenges for countries as well as business, government, and social entities. This course intends to provide students with an overview of global forces shaping our lives. Students of management and business will improve their understanding of global issues and come away with a set of theories, frameworks and tools that will inform and improve their decisions as future managers and business, government, or civic leaders.

Course Objectives:

- a. Develop and/or improve students' understanding of the importance of globalization and both its pros and cons (i.e., become well versed in articulating both sides of the "globalization debate.")
- b. Develop and/or improve their understanding of the opportunities and threats to businesses, organizations, and individuals that globalization presents.



- c. Develop and/or improve their understanding of the traditional and modern theories seeking to explain the phenomenon of cross-border trade and internationalization and globalization.
- d. Develop and/or improve their understanding of the institutional mechanisms – currencies, exchanges, trading blocs and regions, special organizations like the IMF, World Bank, etc. - that exist for facilitating and/or moderating globalization at the government, institutional, and corporate levels.
- e. Develop and/or improve their understanding of the strategic choices – selecting countries to operate in, modes of entry, methods of organizing global activities – and the strategic pitfalls managers might face as they expand their global activities and footprints.
- f. Last, but most importantly, develop and/or improve their understanding of the crucial role of cultural factors for managing effectively in an increasingly globalized world.

Required Textbooks:

Wild, John, J. and Wild, Kenneth, L., International Business: The Challenges of Globalization, 8th Edition, Pearson, ISBN-13: 978-0133866247
We will be working through the entirety of this textbook.

Grading & Evaluation:

The following is the grading scheme (tentative)

| | |
|------------------------------------|-----|
| Attendance and class participation | 15% |
| Case analysis write-ups (2 of 3) | 30% |
| Interim (mid-term) examination | 25% |
| Final examination | 35% |

Final grades will be determined based on the following score intervals:

| | |
|-----------------|---|
| 90 – 100 marks: | A |
| 80 – 89 marks: | B |
| 70 – 79 marks: | C |
| 60 – 69 marks: | D |
| Below 59 marks: | F |



Course Schedule

| Week – Session – Date | Topics | Readings |
|-----------------------|---|--|
| 1 – 1 – July 1, 2019 | Welcome to Bus 202, Course overview, Course expectations | Syllabus |
| 1 – 2 – July 2 | Global Business Environment | Read Part 1, Ch. 1 - Globalization |
| 1 – 3 – July 3 | National Business Environments | Read Part 2, Ch. 2 – Cross-cultural Business Read Part 2, Ch. 3 – Political Economy and Ethics |
| 1 – 4 – July 4 | National Business Environments | Read Part 2, Ch. 4 – Economic Development of Nations |
| 2 – 1 – July 8 | International Trade and Investment | Read Part 3, Ch. 5 – International Trade Theory Read Part 3, Ch. 6 – Political Economy of Trade |
| 2 – 2 – July 9 | International Trade and Investment | Read Part 3, Ch. 7 – Foreign Direct Investment |
| 2 – 3 – July 10 | International Trade and Investment | Read Part 3, Ch. 8 – Regional Economic Integration |
| 2 – 4 – July 11 | International Trade and Investment | Read Part 4, Ch. 9 – International Financial Markets |
| 3 – 1 – July 15 | The International Financial System | Read Part 4, Ch. 10 – The International Monetary System |
| 3 – 2 – July 16 | Mid-term Examination | |
| 3 – 3 – July 17 | International Business Management | Part 5, Ch. 11 – International Strategy and Organization |
| 3 – 4 – July 18 | International Business Management | Part 5, Ch. 12 – Analyzing International Opportunities |
| 4 – 1 – July 22 | Case study – Haier Taking a Chinese Company Global | Submit case analysis # |
| 4 – 2 – July 23 | International Business Management | 13 – Selecting and Managing Entry Modes |
| 4 – 3 – July 24 | International Business Management | Part 5, Ch. 14 – Developing and Marketing Products Part 5, Ch. 15 – Managing International Operations |
| 4 – 4 – July 25 | Case study – Embraer Shaking Up the Aircraft Manufacturing Industry | Submit case analysis # 2 Part 5, Ch. |
| 5 – 1 – July 29 | Current reading – Ghemawat on Globalization Post Trump and Brexit (Library) | |
| 5 – 2 – July 30 | International Business Management | Part 5, Ch. 16 – Hiring and Managing Employees |
| 5 – 3 – July 31 | Case study – Zara – Fast Fashion | Submit case analysis # 3 |
| 5 – 4 – Aug 1 | | |
| Aug 2 | Final Exam | |

Notes:

1. While I will make every effort to cover topics from the chapters as much as possible during the class lectures, it may be difficult or impossible to go over all the chapter slides and topics in the limited time of a class session. If some parts of a chapter remain undiscussed, I will expect you to review them on your own, and raise any questions in the first few minutes of the following session. As such, the responsibility to read the textbook and review the slides, both before and after the class, remains yours.
2. This syllabus and schedule is subject to periodic updates. Cases may be changed or dropped, and readings added. It is your responsibility to ensure that you are always following the most recent update of this outline document. When in doubt, please consult the agenda slides or recap announcements posted to the LMS as they will show you what has been covered in the sessions so far and what we will be covering in the next session on the schedule.