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.

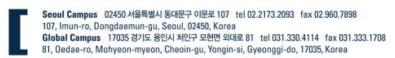
Course Description:

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:	В
70 – 79 marks:	C
60 – 69 marks:	D
Relow 59 marks:	F



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Course Schedule

Week – Session – Date	Topics	Readings
1 - 1 - July $1, 2019$	Welcome to Bus 202, Course	Syllabus
	overview, Course expectations	
$\frac{1-2-\text{July }2}{1-3-\text{July }3}$	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 2 – 3 – July 10	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
	TIDIES	Markets
3 - 1 - July 15	The International Financial System	Read Part 4, Ch. 10 – The International
	10	Monetary System
3 – 2 – July 16	Mid-term Examination	
3 – 2 – July 16 3 – 3 – July 17	International Business Management	Part 5, Ch. 11 – International Strategy and
A.		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	Submit case analysis #
	Company Global	
4 – 2 – July 23 4 – 3 – July 24	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
F-1		Operations
4 – 4 – July 25	Case study – Embraer Shaking Up	Submit case analysis # 2Part 5, Ch.
03 1	the Aircraft Manufacturing Industry	
5 – 1 – July 29	Current reading – Ghemawat on	
124	Globalization Post Trump and	
7.	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	301	
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.