



HANYANG UNIVERSITY

Hanyang International Summer School

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Course Information	Class No.	18022	Course Code	BUS3009	Credits	3
	Course Name	International Business				
	Lecture Schedule	Mon-Fri / 9:00 AM - 12:00 PM				
	Course Description	<p>The goal of International Business is to gain a comprehensive understanding of the dynamics involved in managing international businesses and organizations within the context of a rapidly globalizing world. As we delve into the complexities of international management, we aim to equip you with the knowledge and insights necessary to navigate the challenges and seize the opportunities presented by the global marketplace. Throughout this lecture, we will explore various key themes. We will begin by discussing the fundamental concepts of international management, including the differences between domestic and international business environments, the impact of globalization on organizational structures, and the importance of cross-cultural competence in managing diverse teams.</p>				
	Course Objective	<p>By the end of this course, you will have a comprehensive understanding of the background, frameworks, strategies, and operational considerations involved in international business. You will be prepared to navigate the complexities of the global business environment and make informed decisions in a rapidly changing world.</p> <ol style="list-style-type: none"> 1. Gain a solid background in International Business: In this lecture, we aim to provide you with a comprehensive overview of the field of international business. By exploring key concepts, theories, and frameworks, you will develop a strong foundation for understanding the complexities and dynamics of global business operations. 2. Understand Comparative Environmental Frameworks: To effectively navigate the global business landscape, it is essential to comprehend the diverse environmental factors that shape international business activities. We will delve into various frameworks that help analyze and compare the political, economic, social, and cultural aspects of different countries and regions. 3. Explore Theories and Institutions: Trade and Investment: International trade and investment play crucial roles in global business. We will examine theoretical perspectives and institutions that govern these activities, such as trade theories, trade agreements, and investment frameworks. By understanding these concepts, you will gain insights into the opportunities and challenges associated with international trade and investment. 4. Analyze the World Financial Environment: The global financial landscape significantly impacts international business operations. We will explore the international monetary system, foreign exchange markets, and the role of multinational financial institutions. This analysis will enable you to comprehend the complexities of managing financial transactions and mitigating financial risks in the global context. 5. Develop a Global Strategy, Structure, and Implementation: Crafting and implementing an effective global strategy is vital for international firms. We will 				

			<p>delve into strategic frameworks that consider global market entry modes, market selection, and the balance between global integration and local adaptation. Furthermore, we will examine organizational structures and the challenges of implementing global strategies across diverse cultures and markets.</p> <p>6. Learn to Manage International Operations: Operating in the global marketplace requires specific skills and knowledge. We will explore key areas such as global supply chain management, international human resource management, and cross-cultural communication. Understanding these aspects will equip you with the tools to effectively manage international operations and address the challenges of working across borders.</p>	
	Prerequisite			
	Materials/Textbooks		International Business Environments & Operations (17th edition)	
Evaluation	Attendance	10%	Quiz	%
	Assignment	%	Mid-term Exam	35%
	Presentation	20%	Final Exam	35%
	Group Project	%	Participation	%
	Etc.	Evaluation Item		Ratio
				%
				%
Daily Lecture Plan	Week 1	Day 1	Introduction	
		Day 2	Globalization and International Business	
		Day 3	The Political and Legal Environments Facing Business	
		Day 4	Globalization and Society	
	Week 2	Day 1	International Trade and Factor Mobility Theory	
		Day 2	Governmental Influence on Trade	
		Day 3	Cross-National Cooperation and Agreements	
		Day 4	Mid-term exam	
	Week 3	Day 1	The Strategy of International Business	
		Day 2	Country Evaluation and Selection	
		Day 3	Export and Import	
		Day 4	Direct Investment and Collaborative Strategies	
	Week 4	Day 1	The Organization of International Business	
		Day 2	Marketing Globally	
		Day 3	Final-term exam	
		Day 4	Graduation (NO class)	