

**Course Title: Understanding Global Business**

**(Spring Term 2017)**

**Instructor: Professor Jung Ho KIM**

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## Course Outline

We currently live in a world in which national economies are being integrated into an interdependent global economic system. In this interdependent global economy, business operations have become increasingly multinational in nature. Not only are the suppliers, consumers and competitors more multinational, the whole business environment has become multinational as well. Managers in almost every industry consider ever more distant places as sources of supplies and markets. For businesses, this creates a whole array of new opportunities to improve their competitiveness.

At the same time, going multinational presents unique challenges. Since the rules of the game such as laws, customs, and business practices are different from country to country, business persons must consider additional parameters when they develop their business strategies. The company will oftentimes engage in modes of business which differ from those it uses domestically. Optimum ways to conduct business may differ amongst countries in which the firm operates.

Course delivery in this class includes lectures, case discussions, and presentations. This combination of teaching methods will introduce the theoretical concepts and illustrate how they are applied to actual international business situations. The lectures define the broad issues to be studied. The main textbook will provide more detailed understanding of the concepts and issues at hand. Several Harvard Business School cases will also be utilized during class. Active student participation is required for the case discussions.

**[Not Open for Enrollment to students who have taken or are taking an International Business course elsewhere.](#)**

## Course Objectives

The goal of this course is to help the student achieve an understanding of the international environment in which businesses compete and the different modes of entry by multinational enterprises. It also aims to help the student develop skills in analyzing competitive forces in global industries, and in understanding the different ways in which a firm can accomplish its global objectives. Specific topics such as imports, exports, foreign direct investment, collaborative arrangements, international marketing, global manufacturing, and supply chain management will be considered.

## Recommended Preparatory Study

It is expected that the students read all reading assignments in their entirety prior to the lectures. Students are expected to be fully prepared for each class and contribute actively to the learning process. Forming a study group and reviewing the class materials after each lecture will prove beneficial for better understanding of the extensive coverage of this course.

PDF versions of the lecture notes will be provided before class so that students can concentrate on the lecture and discussions rather than taking notes. Please note that the lecture notes are subject to intellectual property rights and should not be distributed to others not enrolled in the class under any circumstances.

The students are also expected to have read and analyzed the cases assigned carefully before class so that the discussions are focused and productive. Study questions will be provided to help guide the preparation.

Also, it is recommended that the student read a good business publication on a regular basis and stay aware of the changing conditions in the international business environment. Recommended are Fortune, Business Week, Economist, Forbes, The Financial Times, and the Asian Wall Street Journal.

## Textbook

The main textbook for the course will be:

Title: *International Business: Environments and Operations* (15th edition, 2014/09)  
Authors: John Daniels, Lee Radebaugh and Daniel Sullivan.  
Publisher: Pearson.

## Course Schedule (subject to minor changes)

Week	Theme and References
1	Lecture Theme Introduction to International Business: An Overview The Political Environments Facing Business
	References D&R, Chapter 1, 2
2	Lecture Theme The Legal and Socio-Cultural Environments Facing Business
	References D&R, Chapter 2, 3
3	Case #1 Lecture Theme Analysis of Industry Environments
	Reference D&R Chapter 12
4	Lecture Theme Strategies for International Business
	References D&R Chapter 12
5	Lecture Theme Foreign Direct Investment
	Reference D&R, Chapter 5
6	Case #2 Lecture Theme Country Evaluation and Selection for Operations
	Reference D&R, Chapter 13
7	Lecture Theme Export and Import Strategies
	References D&R, Chapter 14
8	Theme Mid-Semester Examination (April 24 <sup>th</sup> ) (Closed-book, In-class, Scheduled, Written Examination)
	Reference Covers all topics discussed in Weeks 1-6. Please be reminded that there is class held on April 26 <sup>th</sup> .
9	Lecture Theme Collaborative Strategies (1)
	Reference D&R, Chapter 15
10	Lecture Theme Collaborative Strategies (2) Case #3
	Reference D&R, Chapter 15

11	Lecture Theme	International Marketing
	Reference	D&R, Chapter 17
12	Lecture Theme	Global Manufacturing and Supply Chains
	Reference	D&R, Chapter 18
13	Theme	Final Examination (May 29 <sup>th</sup> ) (Closed-book, In-class, Scheduled, Written Examination)
		Covers all material discussed in the lectures after the test coverage for the mid-semester examination. No class on May 31 <sup>st</sup> . The make-up class will be held on April 26 <sup>th</sup> .
14		Case #4
	References	D&R, Chapter 16
15	Theme	Group Presentations
	References	Group presentation days. All groups should prepare PPTs for the presentation. The group presentations will be peer-evaluated. Everybody is expected to be present for the presentations.

### Note

The readings listed as D&R in the Class Schedule refers to *International Business: Environments and Operations* (15th edition, 2014/09) by John Daniels, Lee Radebaugh and Daniel Sullivan.

You must be present for the examinations and the group presentations. No make-up examinations!

Please adhere to the following policies as your participation grade is affected by the following considerations :

- Be on time for class.
- Avoid getting up and leaving the room during class sessions unless absolutely necessary.  
This is not only very disruptive to everybody in the classroom but shows a lack of respect for all present.
- No use of mobile phones during class sessions without instructor consent.  
Please switch your phones to “airplane mode” and / or turn off the ringer volume.

To earn a high participation grade a student will need to ask insightful questions as well as answer questions posed during class.

### Other

I will hold regular Office Hours each week in my office (International Studies Hall Room 536) to meet students. In case of class schedule conflicts with the regular office hours, the student should send an e-mail to junghkim@korea.ac.kr and set up a separate appointment.

### Performance Evaluation

Category	%	Grading Criteria, etc.
Mid-Semester Examination (Written)	30	<p>There will be one (1) in-class closed-book written examination during the mid-term examination period. The examination is 75 minutes long and covers all material covered in class and / or included in the assigned readings.</p> <p>The purpose of the examination is to make sure that the students have read and fully understood the course materials.</p> <p>Questions will be based on the contents of the assigned materials (including the PDF files distributed) and lectures.</p> <p>Part A consists of multiple-choice questions and Part B consists of several short-essay type questions.</p> <p>(More details will be announced in class prior to the examination.)</p> <p>No make-up examinations will be scheduled.</p>
End-of-Semester Examination (Written)	30	<p>There will be one (1) in-class closed-book written examination toward the end of the semester as well. Again, the examination is 75 minutes long and covers all material covered in class and / or included in the assigned reading beyond the coverage for the mid-term examination.</p> <p>The purpose of the examination is to make sure that the students have read and fully understood the course materials.</p> <p>Questions will be based on the contents of the assigned materials (including the PDF files distributed) and lectures.</p> <p>Part A consists of multiple-choice questions and Part B consists of several short-essay type questions.</p> <p>No make-up examinations will be scheduled.</p>
Presentation (Group)	30	<p>There is one Group Presentation assignment for this course. (No written report)</p>
Continuous Assessment of Everyday Performance in Class	10	<p>Contribution to class discussions account for the remaining ten (10) percent. Significant comments that help better understanding of the topic at hand and strong class preparation will be awarded.</p>

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