Course: IBUS 201  
Term: Spring 2016  
Instructor: Dr. Erming Xu  
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Course Description

This subject explores some of fascinating challenges of managing across countries. It aims to develop your understanding and appreciation of the strategic thinking and practices required to act internationally and to successfully conduct business with people, business and governments in other countries. Building on the themes of subjects such as International Business Environment, global monetary system, strategies, structures, and functions, you should be able to develop an understanding of the distinctive features of selected countries or companies and aspects of their particular management practices that will assist you to achieve the subject’s aims.

This subject will also consider ways in which the major international business theories and behaviors may be adapted to ensure their application is carefully considered when applying the management theory in an international setting. The subject aims to enhance your skills as a manager operating internationally through the development of a more integrated view of international business and related management practices.

Course Outcomes

On completion of this subject you should be able to:

1. Explain to understand how and why the world's countries differ;
2. Present a through review of the economics and politics of international trade and investment;
3. Explain the functions and form of the global monetary system;
4. Examine the strategies and structures of international business;
5. Assess the special roles of an international business's various functions.
Course Requirements and Form of Assessment

During the course there will be one mid term exam and one final exam. The mid-term exam will count for 30% of the final grade. The final exam will count for 50% of the final grade. The course also requires each student to have at least one oral presentation. Class participation and oral presentation will count for 20% of the grade.

Attendance Policy

Only valid medical or family emergencies qualify as an absence, and documentation of the same must be presented to the professor no later than the next class meeting. All other absences are considered to be unexcused. Unexcused absences will affect your grade (see below).

Penalties for unexcused absences:
1 absence – class participation grade drops one full letter grade (example: A- to B-)
2 absences – class participation grade drops two full letter grades
3 absences – class participation grade drops three full letter grades
4 or more absences – class participation grade is a failing grade

Academic Honesty

Please refer to the following web link for policies on academic honesty:
http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml

Required Texts

International Business, 9e

Charles W. L. Hill, 
University of Washington
ISBN-10: 0078029244 
Copyright year: 2013 
McGraw-Hill

Reference Book:

One Billion Customers
- Lessons from the front lines of doing business in China
James McGregor
Topics and Readings

Topic 1 Chapter 1 2013-01-22
Discussing the challenges of international business, and the national differences in political economy.

Topic 2 Chapter 4 2013-01-29
Discussing the cross culture in the international management.

Topic 3 Chapter 6 2013-02-19
Describing and explaining international trade theories and the trade environment in which international business occurs.
Case: The rise of Bangladesh’s textile trade p206

Topic 4 Chapter 8 2013-02-26
Addressing and exploring foreign direct investment theories and the investment environment in which international business occurs.
Case: Spain’s telefonica p278

Topic 5 Chapter 9 2013-03-05
Discussing the major issues of regional economic integration and their influence on international businesses.
Case: NAFATA and Mexican trucking p312

Topic 6 Chapter 10 2013-03-12
Describing and explaining the global monetary system, laying out in detail the monetary framework in which international business transactions are conducted.

Mid-Term Exam 2013-03-19

Topic 7 Chapter 12 2013-04-02
Looking at the benefits of the global capital market and its risks
Case: ICBC p406

Topic 8 Chapter 13 2013-04-09
Examining the strategies that firms adopt to compete effectively in
the international business environment.

Case: The evolving strategy at IBM p442

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Topic 9 Chapter 15 2013-04-16
Explaining and analyzing entry modes and strategic alliances, which are two closely related and important topics.
Case: GE’s JV p511

Topic 10 Chapter 16 2013-04-23
Examining the steps that firms must take to establish themselves as exporters and importers.
Case: MD International p548

Topic 11 Chapter 17 2013-04-30
Explaining how efficient manufacturing and materials management functions can help improve an international business’s competitive position by lowering the costs of value-creation and by performing value creation activities in such ways that customer service is enhanced and value added maximized.
Case: the rise of the India automobile p575

Topic 12 Chapter 18 2013-05-07
Global marketing and R&D

Final Examination 2013-05-14