

# International Business

## I. Instruction

Professor	: Dr. Kwangsoo Kim
E-mail	: kkim@konkuk.ac.kr
Home Institution	: Konkuk University
Class Time	: 3 Weeks, Period 1 (09:00 – 11:50)
Office	: 514 Business Building
Office Hours	: By appointment

## II. Textbook

Required Textbook	: Hill, Charles W. L. 2022. Global Business Today. McGraw-Hill (12 <sup>th</sup> ed.)
Recommended Readings	: Business Week, Wall Street Journal, Economist, Fortune, Harvard Business Review, and other business periodicals

## III. Course Description and Objectives

This course provides students with an understanding of how to manage international business in global business environment. The course focuses on both international business management and global business environment, so the topics covered include globalization, global strategy, foreign market entry, global production and supply chain management, global marketing, international trade, foreign direct investment, and foreign exchange. These topics are also discussed in conjunction with Korea and Korean companies.

By the end of the course, you should be able:

1. To understand how international business is managed in a global business environment.
2. To understand the strategic and managerial issues faced by the managers of international business and demonstrate an ability to deal with them effectively, including foreign market entry.
3. To understand various dimensions of international business environment and their effects on international business.
4. To demonstrate effective communication skills, both orally and in writing.

## IV. Methodology

Procedures to accomplish the course objectives stated above include readings, lectures, videos, class discussion, case and field studies, written and oral reports, and peer evaluations.

## V. Assessment and Policies

### Assessment

2 Exams	40%
Class Participation	20%
Projects	40%
Individual article summary (5)	5%
Team mini-case project (1)	5%
Team field project (1)	30%

Peer evaluation: To be used in converting team scores into individual scores for all team projects.

#### • Two exams (40%)

- You will have two in-class exams, mid-term and final, on two different dates as indicated in the course schedule below.

#### • Class participation (20%)

- You are expected to attend all scheduled classes. If you must miss a class for some reason, please let me know in advance.
- You are expected to complete all reading assignments prior to each class and participate actively in class discussions on cases and others. To facilitate your active participation, I may cold call on you from time to time.

#### • Individual article summaries (5%)

- Each of you is required to submit 5 one-page summaries of articles from newspapers, magazines, reports, etc. during the entire semester. The purpose of this assignment is to connect classroom knowledge with the real business world. Remember that you can learn by reading newspapers, magazines, and reports as much as you can by reading the textbook. Each summary should contain your own thoughts on the issue the article deals with.

#### • Team mini-case project (5%)

- The class has already been assigned to different teams. For each class session, a team has been assigned a case. It is the responsibility of the team to collaborate and prepare an oral presentation answering the questions listed at the end of the assigned case.
- The oral presentation should be about 10 minutes long, accompanied by visual aids. There will be a 5-10 minute Q&A session after each presentation.

#### • Team field project (30%)

- Each team is also required to analyze an overseas company's entry into the Korean market and its current operations in the Korean market and propose its future plan for the Korean market in the next few years. The project should include, but not limited to, the following elements: 1) choosing a multinational company operating in the Korean market; 2) analyzing its entry strategy into the Korean market; 3) analyzing its current strategy for the Korean market; and 4) proposing its future strategy for the Korean market in the next few years. For this project, you need to do an extensive search for information through online and offline sources.
- This project also requires an oral presentation. The presentation should be about 20 minutes in length, well-rehearsed, professional, and accompanied by visual aids, followed by a 10 minute Q&A session after each presentation.

● **Peer evaluations**

- You will have an opportunity to evaluate your team members' contribution to all team assignments. Peer evaluations will be used in converting team scores into individual scores for all team projects.

**Policies/Rules**

- Please turn off your mobile phones when you are in class and do not talk to each other in class for personal reasons while we are in session.
- This class follows a discussion rather than a lecture format. All students are expected to contribute actively to the discussions.
- To get the most out of this class, you should come prepared. Read the assigned material, cases, and others before class and be ready to share your opinions in class.
- Any breaches of academic dishonesty detected will be pursued to the fullest extent of the university disciplinary guidelines. Do not cheat or plagiarize.
- This syllabus is only tentative and may be subject to change before this class starts.

**VI. Course Schedule**

DATE	TOPIC	CHAPTER
July 2(Tue)	Orientation Day	
July 5(Fri)	Introduction: Globalization & Industry Globalization	1
July 8(Mon)	Strategy of International Business	12
July 9(Tue)	Entering Developed and Emerging Markets	13
July 11(Thur)	Global Production and Supply Chain Management	15
July 12(Fri)	Global Marketing and Business Analytics	16
July 15(Mon)	Global Human Resource Management & Mid-term Exam	17
July 16(Tue)	National Differences: Economic, Political, Cultural, Ethical	2-5
July 18(Thur)	International Trade Theory and Policy	6-7
July 19(Fri)	Foreign Direct Investment	8
July 22(Mon)	Regional Economic Integration	9

<b>July 23(Tue)</b>	Foreign Exchange Market & International Monetary System	<b>10-11</b>
<b>July 25(Thur)</b>	Presentations & Final Exam	
<b>July 26(Fri)</b>	Graduation Day	