



**University of International Business and Economics  
International Summer School**

**ITR 320 International Business**

**Term: January 4 - January 29, 2021**

**Instructor: Jing Yan**

**Home Institution: Central University of Finance and Economics**

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**Class Hours: Monday through Friday, 120 mins per teaching day (2,400 minutes in total)**

**Office Hours: TBD**

**Discussion Session: 2 hours each week**

**Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)**

**Course Description:**

This course introduces a set of contemporary strategy concepts and theories to help students identify important and consistent principles that a firm can use in decisions that will affect its long-term performance in an increasingly globalized business environment. The course brings together the leading scholarly thoughts (i.e. theoretical principles) on international business strategy. The course pays attention to the strategic issues facing multinational enterprises, such as how to enter foreign markets, how to manage international alliances and how to structure an organization in ways that fit the global strategy. The successful application of the concepts and theories introduced in this course depends on your ability to use them in a particular situation that a firm faces. Students should therefore not only try to understand the theories, concepts and frameworks discussed in the lectures, but also make efforts to apply them in tutorial discussions, presentations and assignments. Topics will be discussed include: the international environment including international trade and investment, and the legal, political, cultural and technological contexts faced by multinational companies; forms of operations available to the internationalizing organization; international strategic planning.

**Course Goals:**

The learning goals associated with this unit are to: 1. classify the key features and issues in the global environment in which international business takes place; 2. explain the impact that the environment has on the internationalization process of a business organisation; 3. demonstrate an understanding of the role of entry mode choice and other strategic issues in order to succeed in international business..

### Required Textbook:

Textbook: John Daniels, Lee Radebaugh, Daniel Sullivan, International Business: Environments and Operations, 15th Edition, Publisher: Pearson, ISBN-10: 0133457230; ISBN-13: 978-0133457230

### Teaching methods and Course requirements:

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you are actively involved in the learning process.

### Course Evaluation:

The Total Score is 100. The students will be evaluated on the basis of their performance as follows: 1. Attendance: 20% All students start with 0% of class participation. The participation grade is based on: (i) attendance at class; (ii) constructive contributions to class discussion 2. Group Presentations: 30% Group presentations will be done in teams. A team consists of 4-6 students gives a presentation on a topic relevant to what we learnt from business in context. Topics will be given by the instructor at the first class. The presentation should be 15-20 minutes long. This is your opportunity to be creative with visual aids and charts. The use of PowerPoint is strongly encouraged. You can create advertising, new packaging, a video, or something else (be innovative) to make your presentations interesting. The grade will be given on the group basis. 3. Final Exam: 50% Individual exam includes not only textbook materials, but also contents we covered in the course; therefore, students must be very attentive in class.

### Grading Scale:

Assignments and examinations will be graded according to the following grade scale:

<b>A</b>	90-100	<b>C+</b>	72-74
<b>A-</b>	85-89	<b>C</b>	68-71
<b>B+</b>	82-84	<b>C-</b>	64-67
<b>B</b>	78-81	<b>D</b>	60-63
<b>B-</b>	75-77	<b>F</b>	below 60

### Academic Integrity:

Students are responsible for knowing policy regarding academic honesty. The University of International Business and Economics (UIBE) expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting

substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at UIBE.

### Attendance Policy:

Summer school is very intense and students need to attend every class to be successful. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. UIBE policy requires a medical certificate to be excused. Any unexcused absence may affect the student's grade. Moreover, UIBE policy is that a student who has more than 1/3 of the class in unexcused absences will fail the course.

### Course Schedule:

Day	Topic
Day 1	Introduction: Globalization and International Business
Day 2	The Cultural Environments Facing Business
Day 3	The Political and Legal Environments Facing Business
Day 4	The Economic Environments Facing Businesses
Day 5	The Strategy of International Business
Day 6	Country Evaluation and Selection
Day 7	International Entry Mode 1
Day 8	International Entry Mode 2
Day 9	The Organization of International Business
Day 10	Marketing Globally 1
Day 11	Marketing Globally 2
Day 12	Global Manufacturing and Supply Chain Management 1
Day 13	Global Manufacturing and Supply Chain Management 2
Day 14	International Accounting Issues 1
Day 15	International Accounting Issues 2
Day 16	International Human Resource Management 1
Day 17	International Human Resource Management 2
Day 18	International Financial Management
Day 19	Presentation
Day 20	Final Exam