



**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 minutes each day (2,400 minutes in total)**

**Office Hours: Please contact me via email, Monday through Friday. I will be checking it every evening. Expect a reply within 24 hours. You may also contact your TA.**

**Discussion Session: 2-4 hours/week, an open session (ZOOM) to ask questions and discuss issues.**

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

**Location: WEB**

**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 legal, political, cultural and economic environments faced by multinational companies; forms of operations available to the internationalizing organization; and 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 organization;
3. demonstrate an understanding of the role of entry mode choice and other strategic issues in order to succeed in international business.

### Online Learning:

For some of you, this may be your first opportunity to participate in an online learning environment. Online learning provides unique opportunities and challenges, because the mode of course delivery won't occur in a traditional classroom environment during a regularly scheduled time. Success in online courses depends on the following four factors:

**Self-Motivation.** Many students are attracted to online courses because of the freedom and flexibility that distance learning offers. With this freedom, however, comes added responsibility to keep up on assignments and class discussion. Realize that online courses traditionally require MORE homework time to compensate for the lack of in-class contact time. Successful students tend to replicate the schedule of face-to-face classes by setting aside a certain time each day to watch the lecture videos, read through the required readings, to respond to discussion on Blackboard, and work on assignments. You are responsible for understanding the material found in the e-text, and related resources, although your classmates and instructor are more than willing to help you with any concepts you find confusing or difficult.

**Establishing your Workflow.** It may help your approach to the course to understand that this course is very systematically laid out. This is a condensed, summer session course, so the activities and deadlines happen at a quicker pace than a longer semester, but in general, I have designed the course in a way to help you replicate the structure of face-to-face courses as well as to incentivize learning through steady and consistent work habits. Please use the course schedule to orient yourself throughout the semester.

This course is deliberately designed to prevent putting off assignments until the end of the session because it is not possible to complete the work of a semester in a few days or even a week. The schedule is also not ideal for students who hope to complete all assignments for the week on the day of the deadlines. It is a reasonable expectation that you may find yourself overwhelmed, stressed out, and likely doing poor work if you try to do everything for a week on the date things are due. The deadlines are designed to give you some flexibility during the week, while still asking you to keep yourself on track to complete the session's work. It is designed with your success in mind!

**Active Participation.** The only way your participation can be felt in this course format is for you to communicate through postings in the Discussion Board on Blackboard. The forums are very much a student-driven activity and the quality of discussion primarily depends upon you! This may be somewhat new for you if you prefer to sit back and listen in traditional classroom situations. There is a minimum of one posting on each



Discussion Forum, but I hope you plan on participating even more than that. Credit for forum postings will be evaluated on when you post and the quantity and quality of your responses. Plan on getting actively involved early on with each discussion, keeping up with the new postings of your classmates each day. You are encouraged to think about the ideas of classmates by offering support or alternative views, or you may choose to start your own thread of new dialogue. Keep your dialogue courteous and civil. Any consistent non-professional dialogue occurring in the forums could result in a warning from the instructor and possible removal from the course roster.

**Persistence Through Technical Difficulties.** In any online course, there are bound to be technical problems that arise—the platform may be down, your computer may get a virus, you may accidentally log off during a test, etc. Realize that you have a variety of options to work through those problems.

It's a good idea to account for technical difficulties particularly in your timeline for important deadlines—complete things in advance so that you aren't relying on technology to work perfectly! If you can't figure a way out of a certain situation, or have any questions regarding course assignments, please contact me, and we'll work it out. I will do my best to respond to you within 24 hours of any e-mail.

#### **Required Text:**

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

#### **Course Evaluation:**

The **Total Score** is **100**. The students will be evaluated on the basis of their performance as follows:

##### **1. 60 % Report on Blackboard**

Topic: Imagine reporting to the senior vice president for global business. You need to conduct an analysis of a potential foreign direct investment with respect to a particular country, considering the physical and social factors and global competitive circumstances that affect international business. Choose a real company and a 'target' country. The company may be from any industry sector, manufacturing or service. When evaluating whether the investment will be successful or not, please consider both the company's organizational capacities (strategy and operations) and the country's international business environment (economic, legal and regulatory, political, and cultural aspects).

Requirement: a one-page executive summary, a body of text 10 pages in length (font size 11, 1.5 line space), appendices (tables, figures, pictures, etc.), and references.

## 2. 40% Homework on Blackboard

After each lecture, students are required to answer questions related to the topic of the lecture.

### 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.

### Course Schedule: (subject to change)

No.	Topic	Lecture (online video)	Homework
1	Introduction: Globalization and International Business	1.5 hour	0.5 hour
2	The Cultural Environments Facing Business	2.0 hour	1.0 hour
3	The Political and Legal Environments Facing Business	2.0 hour	1.0 hour
4	The Economic Environments Facing Businesses	2.0 hour	1.0 hour
5	The Strategy of International Business	2.0 hour	1.0 hour
6	Country Evaluation and Selection	1.5 hour	0.5 hour
7	International Entry Mode	4.0 hour	2.0 hour

8	The Organization of International Business	3.0 hour	1.0 hour
9	Marketing Globally	3.0 hour	1.5 hour
10	Global Manufacturing and Supply Chain Management	3.0 hour	1.5 hour
11	International Accounting Issues	3.0 hour	1.0 hour
12	International Human Resource Management	3.0 hour	1.5 hour

In each week, the instructor will have online office hour (about 3 hours).