

Course Title: International Business and China

Course Description:

This course is an introduction to international business with an emphasis on the contemporary issues of China. The basic content of the course includes (1) the main theories in international trade, their empirical relevance, and their role for Chinese economy. It will link these conceptual tools provided by international economics to the actual strategic and operational decisions of exporters and multinational enterprises.; (2) the effects of the social systems within countries on the conduct of international business; (3) the major theories explaining international business transactions and the institutions influencing those activities; (4) the financial exchange systems and institutions that measure and facilitate international transactions; (5) the dynamic interface between countries and companies attempting to conduct foreign business activities; (6) corporate strategy alternatives for global operations; and (7) international activities that fall largely within functional disciplines.

Course Objectives:

1. Understand the different challenges business face when they operate in an international environment with an emphasis on China;
2. Examine the various cultural, political and legal issues that impact international economic activity;
3. Examine the international institutions and practices that impact international business;
4. Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates;
5. Appreciate the interaction of business and government as they relate to international commerce;
6. Develop insight into the management implications of international business strategy and operations.

Required Text:

Hill, Charles W; Wee, Chow-How; Udayasankar, Krishna. *International Business: An Asian Perspective*. McGraw-Hill. 2012.

Supplementary Materials:

Students should log on to the textbook web site: <http://www.mheducation.asia/olc/hillweeudaya>. That site has among other available resources, an Online Learning Center that contains practice quizzes, Power Point slides of all chapters as well as Internet exercises.

The required text will be supplemented by outside readings from selected periodicals and journals. Reading of *The Wall Street Journal* on a regular basis will be especially helpful in dealing with issues of current interest to this class.

Cases at the end of each part of the textbook will be assigned to case teams for write-up and presentation in class.

Grading:

Attendance 10%,
Homework and quizzes: 40%
Final exam: 50%.

Course schedule:

Week 1

Part I: Introduction and Course Overview
Chapter 1: Globalization

Week 2

Part II Country Differences
Chapter 2: National Differences in Political Economy

Week 3

Chapter 3: Differences in Culture

Week 4

Chapter 4: Ethics in International Business

Week 5

Part III The Global Trade and Investment Environment
Chapter 5: International Trade Theory

Week 6

Chapter 6: The Political Economy of International Trade

Week 7

Chapter 7: Foreign Direct Investment

Week 8

Chapter 8: Regional Economic Integration

Chapter 9: The Foreign Exchange Market

Week 9

Part IV: The Global Monetary System

Chapter 10: The International Monetary System

Chapter 11: The Global Capital Market

Week 10

Part V: The Strategy and Structure of International Business

Chapter 12: The Strategy of International Business

Chapter 13: The Organization of International Business

Chapter 14: Entry Strategy and Strategic Alliances

Week 11

Part VI: Business Operations

Chapter 15: Exporting, Importing and Countertrade

Chapter 16: Global Production, Outsourcing and Logistics

Chapter 17: Global Marketing and R&D

Week 12

Chapter 18: Global Human Resource Management

Chapter 19: Accounting in International Business

Chapter 20: Financial Management in International Business

Cases for Part VI

Final Exam