

Syllabus of Record



Program: CET Shanghai

Course Code / Title: (SH/BUSN 350) International Business Strategy

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Business Administration and Management / International Relations, Economics, Entrepreneurship

Language of Instruction: English

Prerequisites/Requirements: Introductory Economics, Introduction to Business or Management

Description

In this course students develop an understanding of international business strategy and practice its application through case studies. The course covers a variety of management issues within the international social, political, and economic context. Course topics include an introduction to the process of globalization, country and cultural differences, global trade and investment environment, the global capital market, strategies and structure of international businesses and management, and business operations of international trade. The learning approaches include lectures, case studies, readings, group work, and student presentations.

Objectives

At the end of this course students will be able to:

- understand the economics and politics of international trade and investment
- explain the functions and form of the global monetary system
- summarize strategic and management issues facing firms that operate in an international setting
- apply a range of theories and frameworks to analyze business cases and management issues in the field of international business
- appreciate how and why national and regional differences in social, economic, and cultural structures impact global firms and businesses
- identify the links between global strategy and global competitiveness
- appreciate the complexity of the international environment and its impact on business behavior
- advance their communication skills through making professional presentations, writing research papers, and participating in team projects

Course Requirements

Students are to attend each class as outlined in the CET Attendance Policy and complete all readings and assignments before class. Active participation is essential in this course, and students are expected to come to class prepared to participate thoughtfully in discussions.

Graded assignments include:

- Two examinations, one midterm and one final. Exams will include true/false, multiple choice, and essay questions
- A group presentation on a selected case

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- A research paper of 3,000 words, with an accompanying class presentation

Grading

The final grade is determined as follows:

- 10% Group case presentation
- 40% Midterm and final exam, each at 20%
- 30% Research paper (20%) and presentation (10%)
- 20% Class preparation and participation

Readings

Bazigos, Michael, and James Harter. "Revisiting the Matrix Organization." *McKinsey Quarterly* 2016, no. 1 (January 2016): 1-6.

Bartlett, Christopher A., and Sumantra Ghoshal. "Going Global: Lessons from Late Movers." *Harvard Business Review* 78, no. 2 (2000): 132-142.

Brouthers, Keith D., Lance Eliot Brouthers, and Timothy J. Wilkinson. "Strategic Alliances: Choose Your Partners." *Long Range Planning* 28, no. 3 (1995): 2-25.

Bughin, Jacques, Susan Lund, and James Manyika. "Harnessing the Power of Shifting Global Flows." *McKinsey Quarterly* 7, no. 1 (2015): 1-13.

Christiansen, Thomas, and Richard Maher. "The Rise of China: Challenges and Opportunities for the European Union." *Asia Europe Journal* 15, no. 2 (2017): 121-131.

Cremer, Rolf D., and Bala Ramasamy. "Engaging China: Strategies for the Small Internationalizing Firm." *Journal of Business Strategy* 30, no. 6 (2009): 15-26.

Davis, Tim R.V. "Different Service Firms, Different International Strategies." *Business Horizons* 47, no. 6 (2004): 51-59.

Farrell, Diana, Susan Lund, Christian Fölster, Raphael Bick, Moira Pierce, and Charles Atkins. "Mapping Global Capital Markets." *The McKinsey Quarterly* (2005): 1-7.

Ghemawat, Pankaj. "Distance Still Matters: The Hard Reality of Global Expansion." *Harvard Business Review* 79, no. 8 (2001): 137-150.

_____. "Managing Differences: The Central Challenge of Global Strategy." *Harvard Business Review* 85, no. 3 (2007): 58-68.

_____. "Regional Strategies for Global Leadership." *Harvard Business Review* 83, no. 12 (2005): 98-108.

Haron, Abbott J. "Standardized Versus Localized Strategy: The Role of Cultural Patterns in Society on Consumption and Market Research." *Journal of Accounting & Marketing* 5, no. 1 (2016): 1-4.

Hill, Charles W. L. *International Business: Competing in the Global Marketplace*. 13th ed. New York: McGraw-Hill Education (2021).

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- Inglehart, Ronald, and Christian Welzel. "How Development Leads to Democracy." *Foreign Affairs* 88, no. 2 (2009): 33-48.
- Mateos, Isabelle, Rupa Duttgupta, and Rishi Goyal. "The Debate on the International Monetary System." IMF Staff Position Note SPN/09/26. In *Reform of the International Monetary System: The Palais Royal Initiative*, edited by Jack T. Boorman and Andre Icard. Sage Publications, 2011. <http://dx.doi.org/10.2139/ssrn.3147836>.
- Melvin, Michael, and Mark P. Taylor. "The Crisis in the Foreign Exchange Market." *Journal of International Money and Finance* 28, no. 8 (2009): 1317-1330.
- Milner, Helen V. "The Political Economy of International Trade." *Annual Review of Political Science* 2, no. 1 (1999): 91-114.
- Nayak, Dinkar, and Rahul N. Choudhury. "A Selective Review of Foreign Direct Investment Theories." *ARTNeT Working Paper Series* 143 (March 2014). www.artnetontrade.org.
- Obstfeld, Maurice. "The Global Capital Market: Benefactor or Menace?" *Journal of Economic Perspectives* 12, no. 4 (1998): 9-30.
- Ramasamy, Bala, and Matthew Yeung. "Chinese Consumers' Perception of Corporate Social Responsibility (CSR)." *Journal of Business Ethics* 88, no. S1 (2009): 119-132.
- Ramasamy, Bala, Matthew Yeung, and Sylvie Laforet. "China's Outward Foreign Direct Investment: Location Choice and Firm Ownership." *Journal of World Business* 47, no. 1 (2012): 17-25.
- Ramasamy, Bala, Matthew Yeung, Chorthip Utoktham, and Yann Duval. "Trade and Trade Facilitation Along the Belt and Road Initiative Corridors." *ARTNeT Working Paper Series* 172 (2017). <http://hdl.handle.net/10419/172051>.
- Schlegelmilch, Bodo B. *Global Marketing Strategy: An Executive Digest*. Springer International Publishing, Switzerland, 2016. <https://doi.org/10.1007/978-3-319-26279-6>.
- Sheth, Jagdish N. "Clash of Cultures or Fusion of Cultures?: Implications for International Business." *Journal of International Management* 12, no. 2 (2006): 218-221.
- Soong, Jenn-Jaw. "China's One Belt and One Road Initiative Meets ASEAN Economic Community: Propelling and Deepening Regional Economic Integration?" *The Chinese Economy* 51, no. 4 (2018): 291-297.
- Tao, Zhigang, Shangjin Wei, and Penelope Chan. "Negotiation in China: How Universal?" University of Hong Kong Teaching Case HKU956-PDF-ENG, 2011.
- Vinayak, H.V., Fraser Thompson, and Oliver Tonby. "Understanding ASEAN: Seven Things You Need to Know." McKinsey & Company (2014). <https://www.mckinsey.com/industries/public-and-social-sector/our-insights/understanding-asean-seven-things-you-need-to-know>.
- Wasserstrom, Jeffrey. "China and Globalization." *Daedalus* 143, no. 2 (2014): 157-169.

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Wong, Yui Tim Edward. "The Chinese at Work: Collectivism or individualism?" *HKIBS Working Paper Series* 040-001 (2001). <http://commons.in.edu.hk/hkibswp/31>.

Outline of Course Content

- Topic 1 – Globalization
- Topic 2 – Political economy and economic development
- Topic 3 – Cultural difference in international business
- Topic 4 – Ethics in international business
- Topic 5 – International trade theory and practice
- Topic 6 – Foreign direct investment
- Topic 7 – Regional economic integration
- Topic 8 – Foreign exchange market
- Topic 9 – International monetary system
- Topic 10 – Global capital market
- Topic 11 – Strategy in international business
- Topic 12 – International marketing