



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Sunyoung Lee					
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	Home University	Hanyang University					
	Department	Center for Creative Convergence Education					
	Homepage						
Course Information	Class No.	TBA	Course Code	BUS3009	Credits	3	
	Course Name	International Business					
	Lecture Schedule	Mon-Thu /					
	Course Description	This course gives fundamental knowledge on global economic, political, cultural and social environment within which international corporations operate.					
	Course Objective	Comprehend the basic terminologies and theories of international business; Understand the influences of economic, cultural, political environments in global business; Understand a multi-centric perspective toward international business					
	Prerequisite	No prerequisite required.					
	Materials/Textbooks	Global Business Today, ISBN10: 12640650X, McGraw Hill					
Evaluation	Attendance	20%	Quiz	10%			
	Assignment	30%	Mid-term Exam	%			
	Presentation	%	Final Exam	%			
	Group Project	30%	Participation	10%			
	Etc.	Evaluation Item			Ratio		
					%		
Daily Lecture Plan	Week 1	Day 1	Introduction				
		Day 2	Globalization & Country Differences				
		Day 3					
		Day 4					
	Week 2	Day 1	The Global Trade and Investment Environment				
		Day 2	Midterm project				
		Day 3					
		Day 4					



	Week 3	Day 1	Global Monetary System
		Day 2	The Strategy and Structure of International Business
		Day 3	
		Day 4	
	Week 4	Day 1	International Business Operations
		Day 2	Final project
		Day 3	
		Day 4	