



# HANYANG UNIVERSITY

## Hanyang International Summer School

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<b>Course Information</b>	<b>Class No.</b>	18068	<b>Course Code</b>	BUS3009	<b>Credits</b>	3
	<b>Course Name</b>	International Business				
	<b>Lecture Schedule</b>	Tue-Fri/ 13:00~16:00				
	<b>Course Description</b>	<p>The goal of International Business is to gain a comprehensive understanding of the dynamics involved in managing international businesses and organizations within the context of a rapidly globalizing world. As we delve into the complexities of international management, we aim to equip you with the knowledge and insights necessary to navigate the challenges and seize the opportunities presented by the global marketplace. Throughout this lecture, we will explore various key themes. We will begin by discussing the fundamental concepts of international management, including the differences between domestic and international business environments, the impact of globalization on organizational structures, and the importance of cross-cultural competence in managing diverse teams.</p>				
	<b>Course Objective</b>	<p>By the end of this course, you will have a comprehensive understanding of the background, frameworks, strategies, and operational considerations involved in international business. You will be prepared to navigate the complexities of the global business environment and make informed decisions in a rapidly changing world.</p> <ol style="list-style-type: none"> <li>1. Gain a solid background in International Business: In this lecture, we aim to provide you with a comprehensive overview of the field of international business. By exploring key concepts, theories, and frameworks, you will develop a strong foundation for understanding the complexities and dynamics of global business operations.</li> <li>2. Understand Comparative Environmental Frameworks: To effectively navigate the global business landscape, it is essential</li> </ol>				

	<p>to comprehend the diverse environmental factors that shape international business activities. We will delve into various frameworks that help analyze and compare the political, economic, social, and cultural aspects of different countries and regions.</p> <p>3. Explore Theories and Institutions: Trade and Investment: International trade and investment play crucial roles in global business. We will examine theoretical perspectives and institutions that govern these activities, such as trade theories, trade agreements, and investment frameworks. By understanding these concepts, you will gain insights into the opportunities and challenges associated with international trade and investment.</p> <p>4. Analyze the World Financial Environment: The global financial landscape significantly impacts international business operations. We will explore the international monetary system, foreign exchange markets, and the role of multinational financial institutions. This analysis will enable you to comprehend the complexities of managing financial transactions and mitigating financial risks in the global context.</p> <p>5. Develop a Global Strategy, Structure, and Implementation: Crafting and implementing an effective global strategy is vital for international firms. We will delve into strategic frameworks that consider global market entry modes, market selection, and the balance between global integration and local adaptation. Furthermore, we will examine organizational structures and the challenges of implementing global strategies across diverse cultures and markets.</p> <p>6. Learn to Manage International Operations: Operating in the global marketplace requires specific skills and knowledge. We will explore key areas such as global supply chain management, international human resource management, and cross-cultural communication. Understanding these aspects will equip you with the tools to effectively manage international operations and address the challenges of working across borders.</p>			
	<b>Prerequisite</b>	-		
	<b>Materials/Textbooks</b>	International Business Environments & Operations (17th edition)		
<b>Evaluation</b>	<b>Attendance</b>	10%	<b>Quiz</b>	%
	<b>Assignment</b>	%	<b>Mid-term Exam</b>	35%



	<b>Presentation</b>	20%	<b>Final Exam</b>	35%
	<b>Group Project</b>	%	<b>Participation</b>	%
	<b>Etc.</b>	<b>Evaluation Item</b>		<b>Ratio</b>
				%
				%
<b>Daily Lecture Plan</b>	<b>Day 1</b>	Introduction - Globalization and International Business		
	<b>Day 2</b>	The Cultural Environments Facing Business The Political and Legal Environments Facing Business		
	<b>Day 3</b>	Globalization and Society International Trade and Factor Mobility Theory		
	<b>Day 4</b>	Governmental Influence on Trade		
	<b>Day 5</b>	Mid-term exam		
	<b>Day 6</b>	Cross-National Cooperation and Agreements The Strategy of International Business		
	<b>Day 7</b>	Country Evaluation and Selection Export and Import		
	<b>Day 8</b>	Direct Investment and Collaborative Strategies The Organization of International Business		
	<b>Day 9</b>	Marketing Globally		
	<b>Day 10</b>	Final-term exam		