



Shanghai Jiao Tong University

BU440 International Business

Instructor Information:	Ryan Tang Home Institution: University of South Australia Email: Ryan.Tang@unisa.edu.au Office Hours: Determined by Instructor		
Term:	December 16, 2019 - January 7, 2020	Credits:	4 units
Class Hours:	Monday through Friday, 160 mins per teaching day		
Discussion Sessions:	2 hours each week, conducted by teaching assistant(s)		
Total Contact Hours:	64 contact hours (1 contact hour = 45 mins, 2880 mins in total)		
Required Texts (with ISBN):	Cavusgil, Knight, & Riesenberger.2016. International Business: The New Realities (Global Edition), Pearson Education Limited. (ISBN-10: 1-292-15283-4)		
Prerequisite:	Management Principles, Fundamentals of Economics		



Course Overview

International Business aims at understanding economics, and politics and cultures of the nation in a global economy. The course introduces the political, economic, and cultural forces that shape production, trade flows and other variables that create the global landscape of business. The course is also about firm-level decisions in the face of these global forces. We seek to illustrate how globalization influences strategy and performance within firms. The ultimate objective is to help students develop a framework for analyzing both opportunities and risks in a global business environment

Course Goals

On completion of this course, students should be able to:

1. Identify and discuss the structure and features of the global marketplace and its global institutions
2. Explain how the global business environment affects the operations and strategies of international business
3. Apply international business resources, theories and principles to analyze various means of international engagement and decision making in international business
4. Evaluate the effectiveness of international business operations and strategies
5. Communicate an analysis and evaluation of the relationship between the global environment and international business

Grading Policy

Mid-term exam	25 %
Assignment: Oral Presentation	15 %
Assignment: Written Report	20 %
Final exam	40 %



Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2
62-64	C-	1.7
60-61	D	1
≤59	F (Failure)	0



Class Schedule

Day	Lecture	Chapter
Day 1	Introduction of International Business	Ch.1
Day 2	Globalization and Internationalization	Ch.2
Day 3	Cultural Issues in International Business	Ch.3
Day 4	International Trade and Investment: Macro-level Theories	Ch.5
Day 5	International Trade and Investment: Micro-level Theories	Ch.5
Day 6	Political and Legal System	Ch.6
Day 7	Government Intervention and Regional Economy	Ch.7
Day 8	Emerging Markets	Ch.8
Day 9	Mid-term Exam	Ch.1~3, 5~8
Day 10	Global Strategic Structure	Ch.11
Day 11	Exporting and Global Sourcing	Ch.13
Day 12	FDI and Collaborative Ventures	Ch.14
Day 13	Contractual Strategies	Ch.15
Day 14	Oral Presentation	N/A
Day 15	Course Review and Exam Preparation	N/A