



Shanghai Jiao Tong University

BU440 International Business (Online)

Instructor Information	Holger Briel Home Institution: Xi'an Jiaotong-Liverpool University Email: holger.briel@gmail.com		
Term	December 17, 2020 - January 8, 2021	Credits	4 units
Course Delivery	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 6 hours' real-time interactions with students per week (via discussion forum, zoom meeting, and WeChat). The workload students are expected to complete to properly pass this course is about 20 hours per week.		
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.

NB: Due to Covid-19, this will be an online class consisting of **Prerecorded Lectures and Synchronic interactions**. All materials will be uploaded onto Blackboard and your written assessment submissions will equally go through this online learning system. Videoed Oral presentations will be sent directly to a drive yet to be designated in collaboration with the TA. Your workload will remain the same.

Learning Outcomes

Identify and discuss the structure and features of the global marketplace and its global institutions

1. Explain how the global business environment affects the operations and strategies of international business
2. Apply international business resources, theories and principles to analyze various means of international engagement and decision making in international business
3. Evaluate the effectiveness of international business operations and strategies
4. Analyse and evaluate the relationship between the global environment and international business



Grading Policy

Response paper	25 %
Oral Presentation	25 %
Participation	10 %
Essay/Case Study	40 %

Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



Class Schedule

Date	Lecture	Readings
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	
Day 10	Global Strategic Structure	Ch.11
Day 11	Exporting and Global Sourcing I	Ch.13
Day 12	Exporting and Global Sourcing II	Ch.13
Day 13	FDI and Collaborative Ventures Contractual Strategies	Ch.14 & Ch.15
Day 14	Lecture by Business Leader I	N/A
Day 15	Lecture by Business Leader II	N/A
Day 16	Case Studies I	Uploads
Day 17	Case Studies II	Uploads
Day 18	HANDING IN OF ESSAYS Course Review	TBD