

**National Chengchi University
College of Commerce
International Business Strategy and Management
Course Syllabus**

Course Information

<i>Course Number</i>	300866001
<i>Course Title</i>	International Business Strategy and Management
<i>Term</i>	Fall 2014
<i>Days & Times</i>	9:10~12:00, Thursdays
<i>Location</i>	TBA

Professor Contact Information

<i>Professor</i>	Weichieh Su Assistant Professor, Department of International Business
<i>Email Address</i>	weichieh@nccu.edu.tw
<i>Office</i>	Room 608, 6F of Research Building
<i>Office Hours</i>	Open door policy or by appointment

Course Description

The course is designed to educate future leaders concerning the global context in which business is conducted. It will increase students' awareness of key economic, political, and legal issues that affect business on a global scale as well as interactions among firms, markets, governments and other social actors. It will expose students to different analytical perspectives for understanding the increasing complex sociopolitical environment.

Learning Objectives

- To develop a comprehensive understanding of the strategic issues that businesses are confronted with when operating on an international scale
- To expose students to the diversity of cultures in the international arena and the effect of this diversity on business practices

Course Materials

There is no required textbook for this course. Handouts will be sent through your preferred email. Reading materials may be purchased at a copy store. Cases can be purchased at PERDO office at NCCU.

Grading

- Exam (20%)
- Quiz (30%)
- Group project (20%)
- Class participation (30%)

Note: This is a very demanding course. Curving in the end is not possible. Think twice before you take it.

Lesson Schedule

Week	Date	Topic
1	Sept. 18	Course introduction
2	Sept. 25 (Lecture 1)	Is the world really flat? R1: It's a flat world, after all. R2: The global entrepreneur.
3	Oct. 2 (Lecture 2)	Distance still matters R3: Distance still matters.
4	Oct. 9 (Lecture 3)	What do institutions do? R4: The hidden risks in emerging markets R5: The institution-based view as a third leg for a strategy tripod.
5	Oct. 16 (Lecture 4)	Corporate social responsibility R6: The link between competitive advantage and corporate social responsibility.
6	Oct. 23 (Lecture 5)	The nature of the multinational firm R7: Dispelling some myths about offshoring. R8: What happens when you outsource too much?
7	Oct. 30 (Lecture 6)	Entry time and entry mode R9: The new multinationals from emerging economies. R10: Why conglomerates thrive outside the US.
8	Nov. 6 (Lecture 7)	Strategic Alliance and M&As R11: How to manage alliances better than one at a time?
9	Nov. 13 (Lecture 8)	Functional consideration R12: A tale of two expats
10	Nov. 20	Exam In-class exam time: 9:10am~10:10am on Nov. 20, 2014 Take-home exam due: 11:00am on Nov. 21, 2014
11	Nov. 27	Case 1: ECCO A/S-Global Value Chain Management
12	Dec. 4	Case 2: Eli Lilly in India: Rethinking the Joint Venture Strategy
13	Dec. 11	Case 3: Global Wine War 2009: New World versus Old
14	Dec. 18	Case 4: The Dutch Flower Cluster
15	Dec. 25	Case 5: Lundbeck Korea: Managing an International Growth Engine

updated: June 19, 2014

16	Jan. 1	Happy New Year
17	Jan. 8	Written reports due for Groups 6~9
18	Jan. 15	Course wrap up

Note: It is the responsibility of students to read the materials (articles and cases) before the class. The professors will not lecture any reading assignments.

❖ **Exam**

There are two parts in the exam. In the first part, students will have a closed-book exam in class (about 60 minutes). After the first part in class, students will finish the second part of the exam: an open-book, take-home exam. Students must type their answer in a word format and email it to the professor within 24 hours. No make-up exam is available.

❖ **Quiz**

Several quizzes will be given in class or take-home, individually or as a group. No make-up quiz is available.

❖ **Group project**

Nine groups will be formed in the beginning of the class. Each group will be responsible for one assigned project. Five groups will present business cases. Four groups will submit written reports regarding their business topics which will be assigned later.

➤ Business case (Groups 1~5, oral presentation)

Each group will choose one business case and present it on schedule. Students must (1) brief the case and (2) provide answers to the questions in the case. There is no time limitation for presentation. Students must submit their slides to the professor before the presentation.

➤ Business topic (Groups 6~9, written reports)

One business topic will be provided. Students must (1) summarize the topic and (2) answer the questions in the given topic. The report should be formatted as with 1" margins in a 12-point Time New Roman form, single-spaced, and page-numbered throughout the document except cover page. There is no limitation for page length, but a 5-page report is a minimum. References are required. Plagiarism will be severely punished.

Freeloading will also be severely punished. If any group member fails to provide his or her fair share of the work, the group should report this misconduct to the instructor as soon as possible. Group members will receive the same grade except for the individual who does not contribute to the project properly.

❖ **Participation**

Students are expected to attend at least seven classes during the semester in order to earn the basic participation score (70 points). Any absence, late attendance or early departure cannot receive full attendance points. If a student is absent to a class meeting, it will be his or her responsibility to catch up with the missed materials including any announcement. It is also the student's responsibility to accept any consequences that may result from absence.

The rest 30 points will depend on class engagement. Students will receive a poker card once they participate in class discussion. Each card is worthy of 3 marks.

➤ *Extra bonus:*

Students can earn extra three points for the final score of this course if they hit 21 points whenever they collect five cards. (Face cards such as kings, queens, and jacks are counted as ten points. Aces may be counted as 1 point or 11 points. All other cards are counted as the numeric value shown on the card.)