



Introduction to Global Business

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SHORT COURSE DESCRIPTION

This is an introductory course in international business. This course will introduce students to the theory and practice of international business with a focus on international environments and global activities of multinational enterprises (MNEs). The basic content of the course includes (1) an overview of the means of conducting international business, with an emphasis on what makes international different from domestic; (2) the effects of the political, social, and economic systems within countries on the conduct of international business; (3) the major theories explaining international business transactions and the institutions influencing those activities; (4) the financial exchange systems and institutions that measure and facilitate international transactions; (5) the dynamic interface between countries and companies attempting to conduct foreign business activities; (6) corporate strategy alternatives for global operations; and (7) international activities that fall largely within functional disciplines.

READING MATERIALS

Charles W. Hill, *International Business: Competing in the Global Marketplace*, 14th edition (2023), McGraw-Hill

Additional reading materials will be provided to students in digital before each class every week.

COURSE REQUIREMENTS AND GRADING

In-class Test (2):	200 pts.
Final Exam (1):	100 pts
Group Case Presentation (3):	150 pts.
In-class Group Activity (9):	90 pts.
Participation:	90 pts.
Total Points:	630 pts.

Test: There will be three tests for this course during the winter term. These are all closed book and closed note tests. Although the final exam will not be cumulative, the knowledge of the previous materials from the first and second exams will be necessary. They will be comprised of multiple choice questions, short answer questions, and/or mini-case analysis questions.

Group Case Presentation: There will be three presentations of cases per each group throughout this winter term. Each group will be comprised of two or three students on their own without any change of members during the winter term. It is mandatory for all of the group members to work on assigned case studies together and to participate in the presentation of the cases in classes. 25 points will be evaluated based on a group's work, and the rest 25 points will be evaluated based on an individual's performance during each presentation. More details will be discussed in our classes.

In-class Group Activity: There will be nine group activities in class throughout this winter term. These group activities will be comprised of discussing a min-case example from the textbook and

answering several questions attached to the mini-case in a group. Each group is required to submit a group activity sheet with written answers to the instructor before the end of each class. There will be no make-up opportunities for missed group activities. More detailed information will be discussed in the classes.

Participation: All students are encouraged to attend classes and participate in the class discussion after each group's presentation is made. In addition, each member of a group should submit three confidential peer evaluations (after the group presentation of each case study is made) to the instructor on the performance and contribution of his/her team members. Peer evaluations will be used to assess each student's contribution to each group project.

Final Grade

90%	A
80%	B
70%	C
60%	D
Below 60%	F

* Pass (P): Grade of 60% or above

* Fail (F): Grade below 60%

COURSE POLICIES

Attendance: Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of SKKU ISS students. If a student must miss a class or leave early, **s/he needs to notify the instructor in advance**. The student is responsible for any assignments or requirements missed during an absence.

* Pass (P): Attendance of 80% or above (within 3 unexcused absence)

* Fail (F): Attendance below 80% (4 or more unexcused absence)

Make-Up Examinations: Because the instructor of this course believes that examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **No make-up examinations are available.** Exceptions may be granted only by the instructor, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in subpoenas, jury duty, military service, bereavement, or religious observance).

Academic Integrity:

All members of the SKKU ISS shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the instructor of this course.

COURSE SCHEDULE (Tentative)

This course outline is subject to change by the instructor. It is likely that there are some subjects we will explore in more depth.

Day 1

Hill, Chapter 1 & Handouts

Session 1: Introduction / Organization of the class

Session 2: Globalization & International Business

*** In-class Group Activity #1 (Case: Globalization of Starbucks)**

Day 2

Hill, Chapter 2 & Handouts

Session 3: Political Economy & International Business I

Session 4: Political Economy & International Business II

*** In-class Group Activity #2 (Case: Indonesia–Asia’s Stumbling Giant)**

Day 3

Hill, Chapter 4 & Handouts

Session 5: Culture & International Business I

Session 6: Culture & International Business II

*** In-class Group Activity #3 (Case: Matsushita and Japan’s Changing Culture)**

Day 4

Handouts

Session 7: **Group Presentation I**

Session 8: Review for In-class Test 1

Day 5

Session 9: **IN-CLASS TEST 1 (CHAPTER 1, 2, 4 & Handouts)**

Day 6

Hill, Chapter 6, 7, 10 & Handouts

Session 10: International Trade & International Business

Session 11: Foreign Exchange Market & International Business

*** In-class Group Activity #4 (Case: Rise of Bangladesh’s Textile Trade)**

Day 7

Hill, Chapter 8 & Handouts

Session 12: Foreign Direct Investment & International Business I

Session 13: Foreign Direct Investment & International Business II

*** In-class Group Activity #5 (Case: Spain’s Telefonica)**

Day 8

Hill, Chapter 9 & Handouts

Session 14: Regional Economic Integration & International Business I

Session 15: Regional Economic Integration & International Business II

*** In-class Group Activity #6 (Case: NAFTA and Mexican Trucking)**

Day 9

Handouts

Session 16: **Group Presentation II**

Session 17: Review for In-class Test 2

Day 10

Session 18: **IN-CLASS TEST 2 (CHAPTER 6, 7, 8, 9, 10 & Handouts)**

Day 11

Hill, Chapter 13, 15 & Handouts

Session 19: Strategy & International Business

Session 20: Entry Mode & International Business

*** In-class Group Activity #7 (Case: General Electric’s Joint Ventures)**

Day 12

Hill, Chapter 17, 18 & Handouts

Session 21: Global Production, Outsourcing, and Logistics

Session 22: Global Marketing and R&D

*** In-class Group Activity #8 (Case: Rise of Indian Automobile Industry)**

Day 13

Hill, Chapter 19 & Handouts

Session 23: Global Human Resource Management I

Session 24: Global Human Resource Management II

*** In-class Group Activity #9 (Case: AstraZeneca)**

Day 14

Handouts

Session 25: **Group Presentation III**

Session 26: Review for Final Exam

Day 15

Session 27: **FINAL EXAM (CHAPTER 13, 15, 17, 18, 19 & Handouts)**