

國際企業導論 授課計畫

Syllabus for IB1006 Introduction to International Business

Required/ Elective (credits): Required (3)
 Semester/ Year: 1 semester
 Day/ Session: Friday 13:20-16:20
 Prerequisite(s): None

Lecturer: Dr Mia H.-W. Ho 何筱文
 Office hour: By appointment @ CM Building II 803
 Lecturer's email: miahohw@ntu.edu.tw
 TA's emails: 楊沛昀 yangsheep0718@gmail.com

This course uses Google Classroom as the main learning platform: <https://shorturl.at/doDJK> (class code: tbhize)

◆ Course Aims and Expected Learning Outcomes

While the global economy has been recovering from the severe crisis caused by the COVID-19 pandemic, the immediate impact on international business is dramatic, with lasting consequences of a push for supply chain resilience and increased autonomy in production capacity. Yet COVID-19 is not the only game changer for international business. The new industrial revolution as a result of technology advancements, shifted foreign trade and investment policies towards more economic nationalism, and sustainability trends in international business are all leading to shorter value chains, higher concentration of value-added and declining investment in physical productive assets. International business has thereby become an evolving yet fundamental subject.

Witnessing these remarkable changes in cross-border flows of investment, goods, capital, knowledge and talents, this course Introduction to International Business is designed to introduce the business management concepts and practices in the international contexts. Through innovative teaching approaches, such as interactive videos, case study discussion, debate competition, and international promotion project, in conjunction with a series of guest lectures, this course provides students with the basic knowledge about international business, in which you are expected to:

- ⊕ Understand the theoretical concepts, tools and frameworks that can be used to execute strategic analyses on international business issues;
- ⊕ Comprehend the co-evolving nature of a business and its environment across international markets; and
- ⊕ Be inspired by independent, critical thinking and asking theoretically grounded and/ or practically useful questions on the reflections and new phenomenon of international business.

◆ Assessment Details

Criterion	%
Class participation	50
Mid-term exam	15
Global database project	30
Lesson learned from the course	5

1. Class participation (50%)

You are encouraged to actively participate in class discussion and raise good questions to achieve learning outcomes. This course takes seriously on attendance and you are evaluated by the extent of participation and engagement in classes. Skipping a class without an advanced notice by emailing to the lecturer and/or TA will be deducted 5%, maximum 50% in total.


2. Mid-term exam (15%)

You are required to answer essay-based question(s) in the 90-minute written exam session. Electronic devices, books, and other reading material are allowed to be used during the exam.

3. Global database project (30%)

The objective of this project is to enrich your practical knowledge about international business environments by data collection and analyses on 6 categories of indicators in the assigned world region (see below) and implementation of global market opportunity assessment by acting as management consultant for Taiwanese firms.

The end-product of this project include a shared, most up-to-date global database comprising a total of 80 countries across 8 world regions and the insightful information about the investment opportunities and challenges across the world. To accomplish the project, you need to form a team, joining force in selecting 10 countries in the assigned world region; collecting and analyzing data of 6 indicators (1% each, 6% in total); offering a team-led oral presentation (20%); and filling in peer evaluation survey individually (4%).

World regions	Indicators in the global database
<ol style="list-style-type: none"> 1. Eastern and Southern Europe 2. Northern and Western Europe 3. Caribbean and Central America 4. South America 5. Central and South Asia 6. East, Southeast and Pacific Asia 7. Middle-east and North Africa 8. Africa (excluding North Africa) 	<ol style="list-style-type: none"> 1. Economic factors 2. Business environments 3. Cultural factors 4. Social factors 5. Institutions 6. Infrastructure and technology
	
Team-led oral presentation specifications & deliverables	
<ul style="list-style-type: none"> ● Submission: Electronic files uploaded onto Google Classroom before presentation date, one submission per team. The presentation file shall include a section stating your in-group work allocation. ● Length: Up to 15 minutes, plus Q&A from the class/ lecturer. ● Contents shall include: <ol style="list-style-type: none"> 1. A snapshot of the indicators' data 2. Highlights of the data, such as common or abnormal trends; and if possible, state the reason why. 3. Managerial implications of the findings for Taiwanese firms: <ol style="list-style-type: none"> (1) Which country in your assigned world region has the most investment prospect and why? (2) What are the investment opportunities in that country? (3) What are the investment risks/ challenges in that country and how does your team suggest to tackle with them? 	

4. Lesson learned from the course (5%)

You are required to fill in course feedback survey by June 7, 2024 to reflect what you have learned from the lectures, guest speeches and team project in this course.

◆ Course Outline

Date	Week	Lecture theme & course activity*	Associated textbook chapter (TC)
Feb 23	1	Introduction to international business	TC1, 4-5
Mar 1	2	Marketing management	TC12, 14-16

Mar 8	3	R&D and operations management *Team allocation for global database project	TC8, 13
Mar 15	4	Financial management	TC17-20
Mar 22	5	Business ethic and corporate social responsibility	TC2
Mar 29	6	Mid-term exam	
Apr 5 Spring break (no lecture)			
Apr 12	8	Dawn of globalization: The silk road	
Apr 19	9	Global capitalism and Taiwan	
Apr 26	10	Overview on US-China/Taiwan trade	
May 3	11	Geopolitics and supply chain management	
May 10	12	外貿協會演講-(主題待確認)	
May 17	13	外貿協會演講-(主題待確認)	
May 24	14	外貿協會演講-(主題待確認)	
May 31	15	外貿協會演講-(主題待確認)	
Jun 7	16	Team-led oral presentation	

⊕ **Textbook (TC):** Pride, W.N., Hughes, R.J. & Kapoor, J.R. (2019). Business (Asia Edition) with Mind Tap, Cengage Learning (華泰代理) ISBN-10: 9814834414.