



國際企業導論

Introduction to International Business

Department of International Business
College of Management, NTU
Spring 2008

“Learning how to learn by learning how to think makes a well-educated person.”

Time: 1320-1500, Monday (Class A)

1530-1710, Monday (Class B)

1900-2100, Wednesday (Both Classes)

Classroom: Monday: Rm. 103, 2nd Building

Wednesday: B1 Meeting Hall, 1st Building

Instructor: Professor **Ji-Ren Lee**

Office: Room 803, 2nd Building

E-mail: jiren@ntu.edu.tw

Office Hours: by appointment ☎: 3366-4989

TA: Jimmy Lo (d93724007@ntu.edu.tw)

Shuwen Wang (d93724003@ntu.edu.tw)

Monica Chang (d93724009@ntu.edu.tw)

Jones Hung (jones.hung@msa.hinet.net)

🌐 Nature and Scope of the Course

The purpose of this introductory course (**IIB**) is to stimulate students' interests on and understanding of the nature and challenges of developing businesses in an international context. Specifically, this course will cover a range of topics that are fundamental to business operations and growth in a global environment. We design this course as two somewhat equal-length and interrelated modules: **IIB 1.0**. (Knowing Business Nature and Environment) and **IIB 2.0**. (Globalization, Internationalization and Business Operations). With these two modules, this course hopes to bridge students to formal learning of respective course subjects and to strengthen their courage to positively engaging in real business activities.

Pedagogically, we will adopt multiple teaching/learning approaches that emphasize on discussion-based and experiential learning. Students are required to learn from reading, case discussion, and group project execution. In addition, this course plans to invite several outside practitioners to give students **Business Talks**. Through interactions with these professional people, we hope your passion to engaging business ventures and international business development would be ignited. Due to the course nature, your active participation and meaningful contribution to sustaining a good conversation will be an indispensable element of learning success. We would reduce the tension of examination to a minimum level while hope to elevate productive interactions up to its maximum possibility.

🌐 Required Learning Materials

- ➡ **Lecture Notes:** As this course is customized to a specific need, it is hard to find a suitable textbook. Instead, the instructor will organize lecture notes and make them ready for students before each lecture session.
- ➡ **Other Learning Materials:** As shown in the syllabus, there are several business cases, industry note and readings required for absorption. We will make them ready for students at least two weeks prior the designated session.

Course Requirements

1. Active and Meaningful Participation

Active participation, both in the class and in the group, is an essential element of learning experience. Meaningful participation means making a contribution to the intellectual conversation. Our interest is not “right” or “wrong”, it is whether you have made a contribution to the development of the issues under study by the class (group), and whether you have moved the class (group) forward. Failure to participate penalizes you and the class in several ways: you deprive all of us from your insights into the class, you lose the chance to learn from others, and eventually you will lose incentive to learn from the course. To prevent this scenario from occurring, you should actively follow the course schedule, read text before the class, and make group works efficiently and effectively. In addition, it is your duty to clarify any point of confusion, either those coming from the process or from our communication.

Your participation performance will represent **20%** of your final score. In order to provide an unbiased judgment on your participation performance, we will first provide a visible name card for you before the second class meeting and measure the effectiveness of your participation based on the following five criteria:

- ✓ *Active Listening*: Is the participant a good listener?
- ✓ *Relevant Discussion*: Are the points made relevant to the discussion? Are they linked to the comments of others and to the themes that the class is exploring together?
- ✓ *Value-adding Inquiry*: Do the comments add to our understanding of the situation? Do they cut to the core of the problem? Is there a willingness to test new ideas?
- ✓ *Constructive Questioning*: Is there a willingness to challenge the ideas that being expressed in a constructive manner?
- ✓ *Integrative Conversation*: Does the participant show efforts of integrating cases, readings, or theoretical arguments learned from past classes?

2 Group Write-ups (GWs)

Group write-ups are designed for formalizing your group work and organize discussion outcomes so that a productive and efficient discussion in the classroom can be ensured. There are **SIX** assignments in total, four of which are case write-ups. Each group has to turn in all six write-ups on schedule, which account for **30%** of the final grade. To facilitate group formation, you are required to form a group of **FIVE** and to turn in the Group Information Sheet (as attached in the last page) on the second class meeting (2/20).

GWs have to be **wordprocessed**, with reasonable line space and fonts, and **signed by team members** before turning in. Since report length will not necessarily reflect its quality, please limit your GWs within **TWO pages each**, excluding necessary appendices. You should take this as a goal to consolidate your thinking and present your arguments in an effective manner. Finally and the most importantly, all assignments are due by the session of discussion. There will be **no credit provided for overdue CWs** and, for the sake of maintaining fairness for the class, no excuses. As for the key elements of a quality GW report, we will discuss later in the class.

3. IA/BA Projects

In addition to GWs, we require you conduct two group projects in this semester. One is an Industry Analysis (**IA**) project, while the other one is a Business Analysis (**BA**) project. Each project will

account for **15%** of your final grade.

The purpose of **IA** project is to lead you to explore an industry value chain of your group choice from a global perspective. Each group has to choose an industry arena, configure the industry landscape, identify major players of each major value chain stages, and conclude by postulating Taiwanese firms' existing competitive position and future opportunities. This project is due by one week after the first mid-term (4/2).

The **BA** project is to select a Taiwanese company from the industry area of IA project. The central requirement of the BA project is to conduct a thorough review on this company, including business configuration, business model, competitiveness, and major issues in its global expansion. To make information collection easier, you are suggested to select a publicly listed company. This will be a great opportunity for you to learning how to evaluate a company in a systematic and professional way. This project report will be due on 6/16.

We will provide execution details for IA and BA projects later in the class.

4. Final Examinations

There will be **ONE** final examination in this semester, which will count for the remaining **20%** of the final grade. Although written test may not be a perfect device for evaluating the intellectual level of an individual, we need a test as a critical measure for evaluating the effectiveness of our class communication. With a fair test, we are able to further differentiate efforts made by each individual throughout the whole learning process. As my philosophy of an examination is to test what you shall know, rather than what you may not know, you don't have to be panic if you have sufficient class participation. We will debrief the scope and format of examinations before the designated test date.

Grading Policy

Your raw course grade is a composition of the above-mentioned elements with differential weights shown in below. The final grade will be calculated by transforming the raw grade based on a normal distribution of college norm. Note that participation score will be evaluated based on criteria mentioned earlier, and the evaluation will be executed on a bilateral basis.

✓ Course Participation	20%
✓ Group Write-ups (6 GWs)	30%
✓ Industry Analysis Project	15%
✓ Business Analysis Project	15%
✓ Final Examination	20%

Final Notes:
















This course is designed as a required course for undergraduate students of the IB department. Students from other departments or schools have to cautiously evaluate your available resources before taking this course as an elective. Moreover, this course has to meet twice a week. Both sessions are crucial to an integrated learning. You have to ensure your class schedule is feasible to committing this course. If you have a problem in making a right decision, please feel free to consult with the instructor.

If you finally decide to take this course and get official permission, then welcome onboard and enjoy your learning journey on developing business in a global context!

📅 Schedule and Content (📖: Learning Materials 📁: Lecture Notes ◀: Discussion Session)

Week	Date		Session Topic(s)	Hand-in
1	2/18	MON	Course Orientation	
IIB 1.0 Knowing Business Nature and Environment				
1	2/20	WED	Positive Conversation and Learning Engagement ◀ 📖 大學之功能與大學生的責任觀 (金耀基) 📖 讀書的方法 (張五常) 📖 大學機遇與挑戰 (天下雜誌/2006)	Group Information Sheet due
2	2/25	MON	IIB 1.1: Business as a System 📁 LN-1: 企業的系統架構 ① Table Name Card	
2	2/27	WED	Movie Watching: <i>October Sky</i>	
3	3/3	MON	IIB 1.2 (1/2): Entrepreneurship and Business ◀ 📖 The Gurus of You Tube, Time (2006) ① Deliver Auto Industry Note	GW 1
3	3/5	WED	IIB 1.2 (2/2): Entrepreneurship and Business 📁 LN-2: 經濟體制與創業 ① Deliver Case 1 & Value Chain Reference	
4	3/10	MON	IIB 1.3 (1/2): Industry and Ecosystem ◀ 📖 全球汽車產業	GW 2: Business Model
4	3/12	WED	IIB 1.3 (2/2): Industry and Ecosystem 📁 LN-3: 產業結構與生態	IA Topic
5	3/17	MON	IIB 1.4 (1/2): Ownership Forms and Governance 📁 LN-4: 企業的組成與治理	
5	3/19	WED	IIB 1.4 (2/2): Ownership Forms and Governance ◀ 📖 反敗為勝的東隆五金 (Case 1)	GW 3
6	3/24	MON	IIB 1.5 (1/2): Corporate Social Responsibility 📁 LN-5: 企業與攸關群體	
6	3/26	WED	IIB 1.5 (2/2): Corporate Social Responsibility ◀ 📖 愈 CSR, 愈賺錢, 遠見雜誌 ① Deliver Case 2 & 10-Ks	
	3/31	MON	TA Project Consultation	
	4/2	WED	No Class	IA Project Due

IIB 2.0 Globalization, Internationalization, and Business Operations

7	4/7	MON	IIB 2.1: Business Operation and Models  LN-6: 企業營運與模式  上市公司公開說明書	BA Topic
7	4/9	WED	IIB 2.2 (1/3) : Globalization and Specialization  LN-7: 全球化與全球產業分工  Global Economic Prospects, World Bank/2007	
8	4/14	MON	IIB 2.2 (2/3): Globalization and Business Growth  太平洋自行車公司 (Case 2)	GW 4
8	4/16	WED	Business Talk (I)	
9	4/21	MON	IIB 2.2 (3/3): Globalization and Cluster  Cluster and New Economics of Competition, HBR/1998  Deliver Case 3	
9	4/23	WED	IIB 2.4 (1/2): Marketing & Culture Diff.  LN-8: 行銷與國際品牌  Best Global Brands (2006) Business Week	
10	4/28	MON	IIB 2.4 (2/2): Marketing & Culture Diff.  LN-9: 文化差異與跨國營運	
10	4/30	WED	Business Talk (II)	
11	5/5	MON	IIB 2.5 (1/3): Challenges to International Expansion  玉山金融控股公司 (Case 3)	GW 5
11	5/7	WED	Business Talk (III)	
	5/12	MON	TA Project Consultation	
	5/14	WED	No Class	
12	5/19	MON	IIB 2.5 (2/3) Challenges to International Expansion  LN-10: 國際化與管理挑戰  World Investment Report (2006) UNCTD  Deliver Case 4	
12	5/21	WED	Career Workshop	
	5/26	MON	No Class	
	5/28	WED	No Class	
13	6/2	MON	IIB 2.5 (3/3): Challenges to International Expansion  裕隆與日產汽車 (Case 4)	GW 6

