

# **Doctoral Seminar on Theories of International Business**

**Graduate Institute of International Business**

**National Taiwan University**

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## **Objectives and Descriptions**

This course is designed to review the current major theoretical thoughts on the scholar studies of international business, focusing on the nature, patterns, trends, and behavior of transnational corporations. More specifically, we seek to explain the economic and social rationale, institutional arrangements, and the underlying mechanisms conducting such cross-border, inter- or intra-organizational, activities. Being interdisciplinary in its nature, the study of transnational corporations needs to integrate various schools of thought that were originally developed for serving the specific purposes in other related social science studies. The main objective of this course is then to provide you with an understanding of main currents of thoughts in this area and the abilities in incorporating these thoughts for research in a coherent way.

## **Grading and Requirements**

You will be graded based on the following:

Class Participation	20%
Weekly Critique	25%
Essays	15%
Exam	20%
Research Project	20%

All the sessions are undertaken in a seminar format. The effectiveness of the class depends heavily upon your efforts put on understanding and applying the course materials, and the frequency and quality of the two-way discussion in class. You are required to study all the weekly assignments before the class and hand in a four-page critique on the assignments of that week. Each of you will be assigned with the role of discussion leader for every week. Class participation will be graded on an individual basis, based on an assessment of quality of contributions to discussion. In addition, you need to write one essay reviewing past literature and suggesting future researches

for the chosen topics. The exam, a comprehensive one testing your understanding of as well as the ability to apply the concepts that you learn from this class, will be held at the end of the term. A research proposal, based on the materials on this class, will be required at the end of this term also. A guideline for this will be discussed later in class.

### **Major Discussion Issues for the Class**

1. Introduction to International Business Studies
2. Earlier Theoretical Developments of IB Studies
3. Survey of Theories of MNC's and Their Antecedents
4. Governance Problems in International Exchanges: Transaction Cost Economics
5. Internalization Approach
6. The Eclectic Paradigm
7. The Uppsala Internationalization Process Model vs. Born Global
8. Knowledge/Resources Based View of the MNC's
9. Institutional Approach
10. Relational Governance, Social Embeddedness and Network Approach