



Korea University International Winter Campus (KU IWC) 2021-2022

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December 27, 2021 ~ January 14, 2022

IWC312 – International Business

I . Instructor

Professor	:	Lin CUI
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Home Institution	:	The Australian National University
Class Time	:	9 am – 11:40 am
Office	:	N/A
Office Hours	:	N/A

II. Textbook

Required Textbook	:	Global Business Today (10 th Edition) By Charles W. L. Hill and G. Tomas M. Hult ISBN10: 1259686698 ISBN13: 9781259686696 Copyright: 2018 Notes: <ol style="list-style-type: none">1. Can be purchased from the publisher's (McGraw-Hill) website2. Either hardcopy or electronic version is fine3. More recent editions (e.g., 11th, 12th edition) are also acceptable.
Case study materials	:	Will be provided on Blackboard

III. Course Description and Objectives

This course is a broad survey of the field of international business and provides the foundations for further specialisation in this field. It will begin with a brief overview of international business, focused on the concept of 'globalisation'. The course will then examine the environment for international firms, particularly the political, social and economic configurations that support cross-border commerce. Amongst others, we will look at the role of national policies and cultures, the evolution of international markets in goods, services and finance, and the supranational mechanisms and infrastructures for trade, investment and finance. The course will then probe international firms: their strategies and organisational design, their entry modes into international enterprise, and their behavioural and control systems. Many parts of the course involve current events, including issues related to international trade, foreign investment and international political conflict.

The course design follows the **COIL** framework, which highlights:

Collaborative – students need to cooperate with international peers to produce required output. This may include working in mixed teams on an assignment, requiring input, data, or feedback from other students. Collaboration is not extra but included as part of the teaching methodology.

Online – the interaction between students and staff takes place online. Blended mobility may also be part of the program.

International – the subject facilitates meaningful interaction between staff and students in different countries and cultures, leading to the development of international and intercultural competencies.

Learning – subjects are part of curriculum, not a non-credit option. Acquisition of academic competencies and transferable skills should be an explicit goal, should be monitored, and should be included in evaluation and grading.

IV. Class Outline

Date	Topic	Reading
Dec 27 (Mon)	Introduction / Globalization and IB (Zoom)	Chap. 1
Dec 28 (Tue)	Cultural environment (video + Zoom Q&A)	Chap. 4&17
Dec 29 (Wed)	Economic environment (video + Zoom Q&A)	Chap. 3&9
Dec 30 (Thu)	Political environment (video + Zoom Q&A)	Chap. 2&7
Dec 31 (Fri)	International financial markets (video + Zoom Q&A)	Chap. 10&11
Jan 3 (Mon)	Case study presentations	Cases 1&2
Jan 4 (Tue)	Case study presentations	Cases 3&4
Jan 5 (Wed)	Mid Exam (Blackboard)	n/a
Jan 6 (Thu)	Trade theory and practice (video + Zoom Q&A)	Chap. 6&14
Jan 7 (Fri)	Foreign market entry mode (video + Zoom Q&A)	Chap. 8&12&13
Jan 10 (Mon)	Ethics in IB (video + Zoom Q&A)	Chap. 5
Jan 11 (Tue)	Global supply chain (video + Zoom Q&A)	Chap. 15&16
Jan 12 (Wed)	Case study presentations	Cases 5&6
Jan 13 (Thu)	Case study presentations	Cases 7&8
Jan 14 (Fri)	Final Exam (Blackboard) / Graduation Day	n/a

V. Grading

1. Individual components	1.1. Attendance and participation	10%
	1.2. Midterm exam	30%
	1.3. Final exam	30%
2. Group components	2.1. Case study presentation	15%
	2.2. Case study report	15%

1. Individual assessment components (70%)

1.1. Attendance (5%) and Participation (5%)

This course uses an online delivery mode that combines pre-recorded lecture videos and live zoom class sessions. Zoom screenshot at random time will be used to verify attendance. You earn 5 marks for full attendance. Each absence will result in deduction of 1 mark. 5 or more absences will result in 0 attendance mark.

Students earn 1 participation mark each time when they:

- Answer a discussion question

- Comment on other students' answers to a discussion question
- Ask a question in relation to the content of the day
- Ask a question in relation to the content of a case study presentation
- Provide critical and/or constructive comments on a case study presentation

The TA will make notes of students' participation. This participation mark is capped at 5.

1.2. Mid-term exam (30%)

The mid-term exam includes 20 multiple-choice questions and one essay type question (limit your answer within 500 words, ideally around 300-400 words), to be completed within 90 minutes. This is an open-book exam, but discussion (online or offline) is not allowed.

1.3. Final (30%)

The mid-term exam includes 20 multiple-choice questions and one essay type question (limit your answer within 500 words, ideally around 300-400 words), to be completed within 90 minutes. This is an open-book exam, but discussion (online or offline) is not allowed.

2. Group assessment components (30%)

There are eight cases corresponding to the main topics of this course. Students will be randomly grouped into teams and each team will be assigned a case. There are two assessments items:

2.1. Case study presentation (15%)

The presentation should take 35-40 minutes and should cover the following contents:

- Summarize key information from the case material provided
- Go beyond the case material and present relevance information from reliable sources
- Connect the case with related knowledge points from the pre-recorded lecture
- Answer the case questions
- Initiate and coordinate class discussion/activity (e.g., ask a question, do a poll, a quiz, etc.)

The presentation will be rated by peers. Students, excluding the presenting group members, will respond to a zoom poll immediately after the presentation to rate the performance of the presenting group on a scale of 1 to 5. This will be averaged and converted to percentage mark.

2.2. Case study report (15%)

A written report should be submitted to the TA within 48 hours after the presentation. The email subject line should include our course code "2021IWC312" and your case number. The body of the email should include names and student numbers of all group members.

The report should answer the questions at the end of the case material provided. The report should be no more than 1000 words, preferably in PDF or MS Word format. The presentation slides should be attached to the same submission email.