

Syllabus

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BIZ3134-01 (1ST SEMESTER, 2020)


Created Date	2020-01-18 15:06:04	Last-Modified	2020-01-18 15:09:13
Course Title	INTERNATIONAL MANAGEMENT	Credit	3
Location	BizHB202	Time	Mon7,8,Wed8

Instructor	Soonkyoo Choe	Department	경영대학 경영학과
Office	Room 647 Business Building	Telephone	02-2123-2533
e-mail & Office Hour	skychoe@yonsei.ac.kr, Wednesday 2-4 p.m. or by appointment		

Target Students	International exchange students
Course Description & Goals	To develop creative future business leaders with global perspectives and integrity, this course provides students with a practical and comprehensive understanding of the management of the multinational corporations (MNCs). In this course, students will (1) learn about international business strategy and organization, and (2) develop the ability to deal with the various problems in managing business operations internationally. By taking this course, students will gain the fundamental knowledge of international management, and develop their global perspective to become a future ethical business leader in the global marketplace
Prerequisite	None
Course Requirements	Lecture and discussion to help students develop an ability to understand important issues and concepts in international business, to capture new business opportunities in the global market places, and to run ethically their international business in different foreign environments.
Grading Policy(Absolute)	Class participation 5%. Mid-term exam 30%, Final exam 35%, Group case presentation 10%, Two case write-ups @ 5 points each 10%, Group Term-Paper Presentation 10%
Texts & References	Hill, C. W. L. and G. T. M. Hult, International Business: Competing in the Global Marketplace (12th Ed.), 2019, New York: McGraw-Hill Education Other reading materials (The course packet will be available in the copy center in the basement of Commerce Building) Business cases can be purchased from Harvard Business Publishing Online (http://hbr.org/store/case-studies)
Instructor's Profile	Professor, Yonsei School of Business
TA's Name & Contact Information	Baek Bong Seok (백봉석, bongbong119@gmail.com)
Syllabus in English	The course is designed to provide students with a practical and comprehensive understanding of the management of the multinational corporations (MNCs). In this course, students will (1) learn about international business strategy and organization, and (2) develop the ability to deal with the various problems in managing business operations internationally.

Week	Period	Weekly Topic & Contents	Course Material Range & Assignments	Reference
1	2020-03-16 2020-03-22	Chapter 1 Globalization	Extra reading materials	(3.16.) 개강 (3.19. - 3.23.) 수강신청 확인 및 변경 * 비대면·온라인 강의 Online/Non-face-to-face classes
2	2020-03-23 2020-03-29	Chapter 8 Foreign direct investment	Extra reading materials	(3.19. - 3.23.) 수강신청 확인 및 변경 * 비대면·온라인 강의 Online/Non-face-to-face classes
3	2020-03-30 2020-04-05	Chapter 8 Foreign direct investment (continued)	Extra reading materials1	
4	2020-04-06 2020-04-12	Chapter 13 The strategy of international business	Case 1	
5	2020-04-13 2020-04-19	Chapter 13 The strategy of international business (continued)	Extra reading materials	(4.14. - 4.17.) Course withdrawal period (4.15.) Tentative holiday
6	2020-04-20 2020-04-26	Chapter 14 The organization of international business	Extra reading materials	(4.21.) One third of the semester ends
7	2020-04-27 2020-05-03	Chapter 14 The organization of international business	Case 2	(4.30.) Buddha's Birthday
8	2020-05-04 2020-05-10	Chapter 14 The organization of international business		(5.5.) Children's Day (5.6. - 5.12.) Midterm Examinations
9	2020-05-11 2020-05-17	Chapter 14 The organization of international business (continued)	Extra reading materials	(5.6. - 5.12.) Midterm Examinations
10	2020-05-18 2020-05-24	Chapter 15 Entry strategy and strategic alliances	Extra reading materials	
11	2020-05-25 2020-05-31	Chapter 15 Entry strategy and strategic alliances	Case 3	(5.29.) Second third of the semester ends
12	2020-06-01 2020-06-07	Chapter 16 Exporting, importing, and countertrade Chapter 17 Global production, outsourcing, logistics Chapter 18 Global marketing and R&D	Case 4	(6.6.) Memorial Day
13	2020-06-08 2020-06-14	Chapter 19 Global human resource management Group project presentation	Extra reading materials	
14	2020-06-15 2020-06-21	Group project presentation		
15	2020-06-22 2020-06-27	Final exam		(6.22. - 6.27.) Final Examinations * 2020-1학기 15주에 종강합니다. Spring 2020 is a 15-week semester.
16	2020-06-22			(6.22. - 6.27.) Final

2020-06-27

Examinations
 * 2020-1학기는 15주에
 종강합니다.
 Spring 2020 is a 15-week
 semester.

* Changes in Management of Academic Semester

During the midterm examinations (2020.5.6. - 5.12.) and final examinations (2020.6.22. - 6.27.) period, classes or self-study should be continued unless there is an exam scheduled during the week.

* According to the University regulation section 57-2, students with disabilities can request special support related to attendance, lectures, assignments, or exams by contacting the course professor at the beginning of semester. Upon request, students can receive such support from the course professor or from the Office for Students with Disabilities(OSD). The following are examples of types of support available in the lectures, assignments, and exams:

(However, actual support may vary depending on the course.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker
- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat
- Hearing Impairment: note-taker/stenographer, recording lecture
- Intellectual Disability/Autism: note-taker, study mentor

[Assignments and Exam]

- Visual, Physical, Hearing Impairment: extra days for submission, alternative type of assignment, extended exam time, alternative type of exam, arranging separate exam room, and proctors, note-taker
- Intellectual Disability/Autism: personalized assignments, alternative type of evaluation

