

View Syllabus Information

Course Information				
Year	2022	School	School of Commerce	
Course Title	International Business 1			
Instructor	YOKOTA, Kazuhiko			
Term/Day/Period	fall semester Tues.3			
Category		Eligible Year	3rd year and above	Credits 2
Classroom		Campus	waseda	
Course Key	1600004AE1	Course Class Code	01	
Main Language	English			
Class Modality Categories	[On-campus]			
Course Code	CMMI401L			
First Academic disciplines	Commerce			
Second Academic disciplines	International Business and Trade			
Third Academic disciplines	International Business and Trade			
Level	Final stage advanced-level undergraduate	Types of lesson	Lecture	

Syllabus Information		Latest Update : 2022/02/02 17:55:58
Course Outline	<p>This is an introductory course to international business. International business differs from local business in many aspects. If a company wants to conduct business in foreign countries, it must confront the following situations that differ from its home country: language, currency, culture, policies, market size, economic growth, demographic changes, appropriate marketing technique, and so forth.</p> <p>This course aims at providing the necessary understanding and models to study international business and companies' foreign investments. The emphasis will be on the economic interpretation and explanation of international strategies. I would like to also emphasize the practical applications of these models and frameworks. In each class, I will provide models, theories, and frameworks, which are relevant to understand international business, and then discuss with students using these materials/ideas on real international business issues.</p> <p>In the study of international business, the main player is a firm, which is usually a global company. Hence, the lecture will begin with the definitions of the entity that we commonly refer to a firm or a company. Next, I turn to explain the context of international business strategies. There are not much fundamental differences between domestic and global strategies, such as differentiation and cost leadership strategies. I will, therefore, introduce an overview of economic interpretation of basic business (competitive) strategies. Some other important topics we will study in this class include economic explanations of international corporate strategies, theories of international trade, foreign direct investment, and global value chain.</p>	
Objectives	The objective of this course is to introduce a number of fundamental concepts, models of international business, and to help understanding and solving real-world problems. On the macro-economic level, the course will enable you to evaluate global trade and investments, and global value chain. On the micro-economic level, the course will provide you with frameworks and tools to create practical firm's strategies.	
before/after course of study	<p>The necessary materials are to be posted on the Moodle before each class.</p> <p>Prerequisites:</p> <p>No previous knowledge about business or economics is necessary.</p>	
Course Schedule		

Class	Topic
1	Introduction: Course Outline, Why International Business?
2	What is a Company?
3	World Competitiveness Ranking, Competitive Advantage
4	What is a Strategy? Overview of International Strategy
5	Competitive Strategy I: Horizontal & Vertical Differentiation
6	Competitive Strategy II: Cost-leadership Strategy
7	Frameworks for Internal & External Analysis, (5-Forces, SWOT, etc.)
8	Barriers to Entry
9	Writing Case Study
10	Japanese Multinational Companies
11	Theories of Multinational Companies: Dunning's OLI Approach, and Other models
12	Global Supply Chain
13	Group Presentation I
14	Group Presentation II
15	Final Exam

Textbooks none Reference Necessary materials will be provided on the Moodle prior to each class or in the class. Evaluation Final Exam 30%, class participation 20%, homework 30%, and group presentation 20% Note / URL