



Nanchang University BUS 23: International Business

Credit: 4

Contact Hours

This course is composed of 24 lecture sessions, 3 tutorial sessions and 9 office contact hours. Each lecture session takes 2 contact hours in length; each tutorial session takes 3 contact hours in length; There will be a Q-A review session (3 contact hours) and Final Exam (3 contact hours) at the end of this term. This course has 72 contact hours in total.

Course Description

This course starts with the globalization of markets and production and then introduces several topics, for instance national differences, the global trade and investment environment, the global money system, the strategy of international business and international business functions. It aims to help students to understand business issues and analyze the designated cases attached to each chapter by applying the relevant theory.

Course Learning Outcomes

After completing this course, students should will gain an understanding of :

- 1) national differences in political, economic, and legal systems;
- 2) government policy and international trade theory;
- 3) the International Monetary System;
- 4) the strategy of international business.

Required Textbook

Global Business Today (14th , January, 2015), 9th edition, Charles W. L. Hill Dr, G. Tomas M. Hult, McGraw-Hill Education, ISBN: 0078112915.

Reference books

International Business: The Challenges of Globalization, Global Edition (24th , March, 2015), John J. Wild, Kenneth L. Wild, Pearson Education Limited; 8th edition, ISBN: 1292095040.

Grading

- Assignments 20%



- Quizzes 20%
- Midterm 20%
- Final Exam 40%

A+ 96-100	A 90-95	A- 85-89
B+ 82-84	B 78-81	B- 75-77
C+ 71-74	C 66-70	C- 62-65
D 60-61	F < 60	

Course Schedule

The course has 24 class sessions in total. All sessions are 2 contact hours in length. At the end of this term, there will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours).

Note: the course outline and required readings are subject to change.

Class 1:

Introduction to the course

Class 2:

Globalization

Class 3:

Global Institutions and Economy

Class 4:

National Differences in Political, Economic, and Legal Systems

Class 5:

National Differences in Political, Economic, and Legal Systems(Cont.)

Class 6:

Differences in Culture

Class 7:

Ethics, Corporate Social Responsibility, and Sustainability

Class 8:

International Trade Theory

Class 9:

Government Policy and International Trade

Class 10:



Review

Class 11:
Midterm

Class 12:
Foreign Direct Investment

Class 13:
Regional Economic Integration

Class 14:
The Foreign Exchange Market

Class 15:
The International Monetary System

Class 16:
The International Monetary System(Cont.)

Class 17:
The Strategy of International Business

Class 18:
The Strategy of International Business(Cont.)

Class 19:
Entering Foreign Markets

Class 20:
Exporting, Importing, and Countertrade

Class 21:
Global Production and Supply Chain Management

Class 22:
Global Marketing and Research and Development

Class 23:
Global Human Resource Management

Class 24:
Overall Review



Attending Policy

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

Policy on "Late Withdrawals"

In accordance with university policy, appeals for late withdrawal will be approved **ONLY** in case of medical emergency and similar crises.

Academic Honesty

Nanchang University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

General Expectations:

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

Special Needs or Assistance

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.