



HANYANG UNIVERSITY

2018 HISS Syllabus International Business

Professor: **John Nolan**
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Home Univ.: University of Nevada, Reno
Dept.: Management

Description: Investigation and identification of environment and internal functions of international organization. Emphasis on management challenges for international organizations; major focus on comparing international management approaches.

Objective: 1. Students will be able to make use of different sources to identify information about the political, economic, social, technological, legal, and cultural in specific countries and will be able to analyze this information to determine how these countries may present attractive business opportunities for American companies.
2. Students will be able to make use of qualitative as well as quantitative factors to describe and compare cultures of different countries and apply this information to develop an understanding of the unique characteristics of different regions around the world.
3. Students will be able to demonstrate an acute awareness of current political, economic, and social events worldwide and will be able to explain how these events relate to business practices.

Preparations: Deresky, H., International Management: Managing Across Borders and Cultures, 9th ed. Prentice Hall, 2017

Schedule:	Week 1	External Environment, Globalization, Global Institutions, Micro level Business Decisions and the Global Economy, Types of International Businesses, Corporate Social Responsibility and Business Ethics The Global Economy
	Week 2	Political Risk, Strategic Management, National Culture
	Week 3	Internal Environment, Communication, Negotiation, Decision Making
	Week 4	Group Projects

Hanyang International Summer School

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Evaluation:	Midterm (30%)	Final (30%)	Attendance (10%)	Assignments (20%)	Participation (20%)	Etc. (%)
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