



# HANYANG UNIVERSITY

## 2019 HISS Syllabus (International Business)

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Home Univ.: Seo Kyeong University  
Dept.: Global Business Administration

**Description:** We will cover the intricacies of doing international business. The course will consist of 4 modules. The first module will go through the differences between nations and cultures and how socio-, political-, economic- factors affect Multinational Enterprises (MNEs). The second module will provide a global perspective of global trade and finance. The third module will focus on the theories and strategies of entering foreign markets, covering the why, where, when and how of expanding globally. The fourth module will focus on international strategy and the practical aspects of global business, covering Human Resource Management, Marketing, Supply Chain Management, etc. At the end of the course, students should have a greater understanding of problems facing MNEs and how to circumvent and/or face these problems.

**Objective:** At the end of the course, students will have a better understanding of why and how MNEs make decisions to go overseas and how they actually operate abroad. This course will help students to prepare for work in a multinational environment, learn how the different business functions work together to make a global business successful, and provide students with the big picture of how to run an MNE.

**Preparations:** Text: Global Business 3rd edition, Peng. Southwestern. ISBN: 9781133584506  
While no previous knowledge is necessary, a keen interest in business, especially international business, would be a major advantage. Keeping up to date to the latest business developments, either as a major and/or just current events will help ensure your success.

**Schedule:**

Week 1	Module 1: Business Environment (Chapters 1-4)
Week 2	Module 2: Global Trade & Finance (Chapters 5-7)
Week 3	Module 3: Global Strategy (Chapters 9-13)
Week 4	Module 4: Global Management (Chapters 14-15)

<b>Evaluation:</b>	Midterm (30%)	Final (30%)	Quizzes (10%)	Assignments (20%)	Participation (10%)	Total (100%)
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### Hanyang International Summer School

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