**Global Learning Initiatives Program Course Syllabus**

Please complete the following form in English. The information will be updated to the Global Learning Initiatives Program website for students’ reference. If you will be offering more than one course, please fill out one form per course offered. Examples in grey.

**Course Information**

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| --- | --- |
| Course Name\*provide the **English** course name of the course.  | International Business Management |
| Lecturer(s)\*provide the lecturers’ **English** name. If there are more than one lecturer, please indicate all lecturers in the column. | Diana HweiAn Tsai |
| Course Description\*briefly describe the contents covered in the courses. | The objective of this course is to equip IBM students with a comprehensive framework to formulate strategies in the global marketplace. This course focuses on timely and refreshingly real–world topics and examines some of the world's most critical policy issues through a macroeconomics lens with a practical look at the local and multinational tradeoffs facing economic policymakers. After presenting analytical foundations, modeling tools, and theoretical perspectives, we study the issues involved in conducting business in the globalization arena including organizational behavior, strategic alliance, marketing and R&D, human resource management, business ethics, social responsibility, law, and information technology. The nature of global business environmental, including the impact of political economy, cultural differences, global trade and investment, and global monetary system are examined for their influence upon business performance and managerial activity. It provides students with key concepts and skills to identify global opportunities/threats, analyze their impact, formulate appropriate strategies and implement applicable action plans to achieve company goals. Case studies are used to illustrate the basic principles of global business management and strategy. |
| Course Objectives\*list out knowledge or skills students should acquire upon completion of course. | Learner’s Outcome• Build a foundation in macroeconomics to make more informed business decisions• Identify the challenges and opportunities that government and politics can create for you and your business from a strategic standpoint• Assess the impact of macroeconomic, political, and social indicators on business decisions• Discover the short- and long-term impact of interest rates, inflation, trade, and investment• Learn distinctive approaches and frameworks that help you manage your global business |
| Suggested Proficiencies(if any)\*list preferred knowledge or skills students should have before taking the course. | International Business Management has no prerequisites, but draws on fundamental concepts in the prerequisite courses relates to microeconomics, finance, marketing and other IBM core courses. |
| Reading List(if any)\*list out the textbooks, references, or other reading materials. | References and related www sites:1. Principles of Management, Open Access Textbook, Free to Download at <https://open.lib.umn.edu/principlesmanagement/> 2. Rodrigo Zeidan (2019) Economics of Global Business, MIT Press.3. International Business Online Learning CenterGlossary of International BusinessChapter Quiz, Outlines, and Slides4. Harvard Business School and Babson College Cases5. Online Sources: Stanford – Center for Entrepreneurial Studies(http://www.gsb.stanford.edu/ces/resources) |
| Grading Criteria\*how would the students be assessed during the course. |

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| --- | --- |
| Class Participation | 20% |
| Assignments | 30% |
| Teamwork | 20% |
| Final Term Paper | 30% |

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**Course Schedule**

Please complete the following table with the dates and expected course topics. If there are more than one lecturers instructing the course, please also indicate the lecturer for each class.

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| --- | --- | --- | --- |
| Class | Date (YYYY/MM/DD) | Course Topic | Lecturer |
| 1 | 2022/9/13 | Class Mechanics | Diana HweiAn Tsai |
| 2 | 2022/9/20 | The Economics of Global Business | Diana HweiAn Tsai |
| 3 | 2022/9/27 | International Trade Theory | Diana HweiAn Tsai |
| 4 | 2022/10/4 | The Political Economy of Foreign Direct Investment | Diana HweiAn Tsai |
| 5 | 2022/10/11 | Globalization and Regional Economic Integration | Diana HweiAn Tsai |
| 6 | 2022/10/18 | Global Capital Markets | Diana HweiAn Tsai |
| 7 | 2022/10/25 | Exchange Rate Regimes | Diana HweiAn Tsai |
| 8 | 2022/11/1 | The Foreign Currency Market and Macroeconomic Repercussions | Diana HweiAn Tsai |
| 9 | 2022/11/8 | Global Strategy of International Business | Diana HweiAn Tsai |
| 10 | 2022/11/15 | Global Production, Outsourcing, and Logistics | Diana HweiAn Tsai |
| 11 | 2022/11/22 | Global Marketing and New Product Development | Diana HweiAn Tsai |
| 12 | 2022/11/29 | The Organization and HRM of International Business | Diana HweiAn Tsai |
| 13 | 2022/12/6 | ESG and Sustainable Development | Diana HweiAn Tsai |
| 14 | 2022/12/13 | Guest Speaker | Diana HweiAn Tsai |
| 15 | 2022/12/20 | Global Production, Outsourcing, and Logistics | Diana HweiAn Tsai |
| 16 | 2022/12/27 | Final Presentation | Diana HweiAn Tsai |
| 17 | 2023/1/3 | Review | Diana HweiAn Tsai |
| 18 | 2023/1/10 | Final Paper | Diana HweiAn Tsai |