



Korea University International Summer Campus (KU ISC) 2022

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June 28, 2022 ~ July 21, 2022

ISC312B – International Business

* Note

This course is designed as Chinese lecture. Even though textbook and course materials will be in English, the course will be delivered in Chinese. Except for the language used in class and assessment tasks, there is no difference between ISC312A and this course.

I . Instructor

Professor	:	Lin CUI
E-mail	:	isccui@korea.ac.kr
Home Institution	:	The Australian National University
Class Time	:	2.5 hours daily, including: - 1.5 hours pre-recorded lecture (videos in Blackboard) - 1 hour online class: 1pm-2pm KST via Zoom (links in Blackboard)
TA	:	Kyeonglim Kim
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II. Textbook

Required Textbook	:	Global Business Today (10 th Edition) By Charles W. L. Hill and G. Tomas M. Hult ISBN10: 1259686698 ISBN13: 9781259686696 Copyright: 2018 Notes: 1. Can be purchased from the publisher's (McGraw-Hill) website 2. Either hardcopy or electronic version is fine 3. More recent editions (e.g., 11th, 12th edition) are also acceptable.
Other study materials	:	Will be provided on Blackboard

III. Course Description and Objectives

This course is a broad survey of the field of international business and provides the foundations for further specialisation in this field. It will begin with a brief overview of international business, focused on the concept of 'globalisation'. The course will then examine the environment for international firms, particularly the political, social and economic configurations that support cross-

border commerce. Amongst others, we will look at the role of national policies and cultures, the evolution of international markets in goods, services and finance, and the supernational mechanisms and infrastructures for trade, investment and finance. The course will then probe international firms: their strategies and organisational design, their entry modes into international enterprise, and their behavioural and control systems. Many parts of the course involve current events, including issues related to international trade, foreign investment and international political conflict.

The course design follows the **COIL** framework, which highlights:

Collaborative – students need to cooperate with international peers to produce required output. This may include working in mixed teams on an assignment, requiring input, data, or feedback from other students. Collaboration is not extra but included as part of the teaching methodology.

Online – the interaction between students and staff takes place online. Blended mobility may also be part of the program.

International – the subject facilitates meaningful interaction between staff and students in different countries and cultures, leading to the development of international and intercultural competencies.

Learning – subjects are part of curriculum, not a non-credit option. Acquisition of academic competencies and transferable skills should be an explicit goal, should be monitored, and should be included in evaluation and grading.

IV. Class Outline

Date	Topic	Preparation
June 28 (Tue)	Orientation day	
June 29 (Wed)	Introduction / Globalization and IB (Zoom)	
June 30 (Thu)	Cultural environment (video + Zoom)	Discussion Q1
July 1 (Fri)	Economic environment (video + Zoom)	Discussion Q2
July 4 (Mon)	Political environment (video + Zoom)	Discussion Q3
July 5 (Tue)	International financial markets (video + Zoom)	Discussion Q4
July 6 (Wed)	Case study presentations (Zoom)	Cases 1&2
July 7 (Thu)	Case study presentations (Zoom)	Cases 3&4
July 11 (Mon)	Mid Exam (Blackboard)	
July 12 (Tue)	Trade theory and practice (video + Zoom)	Discussion Q5
July 13 (Wed)	Foreign market entry mode (video + Zoom)	Discussion Q6
July 14 (Thu)	Ethics in IB (video + Zoom)	Discussion Q7
July 18 (Mon)	Global supply chain (video + Zoom)	Discussion Q8
July 19 (Tue)	Case study presentations (Zoom)	Cases 5&6
July 20 (Wed)	Case study presentations (Zoom)	Cases 7&8
July 21 (Thu)	Final Exam (Blackboard) / Graduation Day	

V. Grading

1. Individual components	1.1. Attendance	10%
	1.2. Discussion questions	15%
	1.3. Midterm exam	30%
	1.4. Final exam	30%
2. Group component - case study presentation		15%

1. Individual assessment components (85%)

1.1. Attendance (10%)

This course uses an online delivery mode that combines pre-recorded lecture videos and live zoom class sessions. Zoom screenshot at random time will be used to verify attendance. You earn 10% of your total course grade for full attendance. Each absence will result in deduction of one percentage point.

1.2. Discussion questions (15%)

There are 8 discussion questions scheduled throughout the course – see class outline in section IV above. Students are required to post their contributions to each of the discussion questions in an online discussion forum in Blackboard, prior to the day of class. For example, online post for discussion question 1 is due by the end of June 29th. Students may be asked to elaborate on their online post during the live class.

1.3. Mid-term exam (30%)

The mid-term exam includes three essay type questions (limit your answer within 500 words, ideally around 300-400 words), to be completed within 90 minutes. This is an open-book exam, but discussion (online or offline) is not allowed.

1.4. Final (30%)

The final exam includes three essay type questions (limit your answer within 500 words, ideally around 300-400 words), to be completed within 90 minutes. This is an open-book exam, but discussion (online or offline) is not allowed.

2. Group assessment components (15%)

There are eight cases corresponding to the main topics of this course. Students will be randomly grouped into teams and each team will be assigned a case to present. See class outline in section IV above for the presentation schedule.

Each team presentation should take 25-30 minutes and should cover the following contents:

- Summarize key information from the case material provided
- Go beyond the case material and present relevance information from reliable sources
- Connect the case with related knowledge introduced in the course
- Answer the case questions
- Initiate and coordinate class discussion/activity (e.g., ask a question, do a poll, a quiz, etc.)

The presentations will be rated by peers. Students, excluding the presenting group members, will respond to a zoom poll immediately after the presentation to rate the performance of the presenting group on a scale of 1 to 5. This will be averaged and converted to percentage points.