

# Syllabus

## Seminar in International Business

Course Name	Course type (credit/hours)		전선(3/3)			Course code	
	Target students Division/major/grade		/			Opening semester	
	Class time and classroom		월10.5(다505) 월11.5(다505) 월12.5(다505)(다505)				
Reference to this course	Related basic courses						
	Recommended concurrent courses						
	Related advanced courses						
Instructor	Name (title/division)						
	Office Room Number		Office phone Number	3672	e-mail	kyunghokim@ajou.ac.kr	
	Office hours		Homepage address				
Teaching Assistant	Name (title/division)						
	Office Room Number		Office phone Number		e-mail		

### 1. Introduction

The objective of the Seminar in International Business is to provide students with an appreciation of contemporary research in the field of global strategic management and the theoretical foundations on which this research is based. The course draws not only on contemporary research, but also on selected older work that helps lay the theoretical basis for recent research. Given time limitations the course focuses on selected topics, and within those is forced to limit the required readings. In addition to theoretical and empirical studies published in refereed journals the course includes extracts from important books, some of which are classics.

The course covers the following broad topic areas:

- International business theories
- Institutions and international business
- International political economy and governance
- Emerging market multinationals
- Multinational management
- Multinational performance
- Culture

### 2. Course Objectives

3. Class types and activities

4. Teaching Method

You will be expected to read the required readings each week, and to be prepared to discuss each of them in class. Considering a number of participants, in a particular week you may be responsible for making a formal presentation of one of the readings to the class. Your presentation should last between 20 minutes and one half hour, depending on the article being presented. I will guide you as to the appropriate length of your presentation during the preceding session. Your presentation should be accompanied with PowerPoint slides. You should bring hardcopies of your presentation slides for your classmates and me. Of course, you should email your electronic PPT slide to me at least before class. This PPT material is one of fundamental parts of your final graded work. I will assign a presentation reading article to each of you in class to lessen your work burden and increase productivity.

5. Knowledge and ability required for taking this course

6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			
quiz			
presentation			
discussion			
homework			
etc			

#### 평가항목

Attendance: Required

Mid-Term: 30%

Participation 30%

Term Paper 40% (Empirical Research Paper)

## 7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
주교재	Selected Readings			

## 8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	Introduction to International Business	Seminar	
2	Introduction to International Business Theories	Seminar	
3	International Business Theories I	Seminar	
4	International Business Theories II	Seminar	
5	Institutions and International Business I	Seminar	
6	Institutions and International Business II	Seminar	
7	Emerging Markets Multinationals	Seminar	
8	Midterm Exam	Seminar	
9	International Political Economy and Governance I	Seminar	
10	International Political Economy and Governance II	Seminar	
11	Multinational Performance	Seminar	
12	Culture	Seminar	
13	Multinational Management I	Seminar	
14	Multinational Management II	Seminar	
15	Research Proposal Development	Seminar	

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
16	Final Exam	Seminar	

9. Others