



COURSE SYLLABUS		
COURSE INFORMATION		
Course Code: BUS303	Level: Undergraduate	Credit: 3
Course Title: International Business Operation		
PREREQUISITE		
N/A		
COURSE OVERVIEW		
<p>The strategic choice of business operation mode in a foreign country is one of the most critically important factors for any multinational company. This course provides students with skills to understand, to evaluate the challenges and opportunities that open up for companies operating internationally. This course is divided into 3 parts. Part 1 discusses theoretical aspects, and influential institutions for international business. Part 2 discusses different modes of global business operations. Part 3 focuses on strategical choices of global business operations.</p> <p>By the end of this course a student should have better understanding of a range of opportunities for global companies to enhance worldwide value and can develop strategies to deal with complexities managing a global business.</p>		
LEARNING OUTCOME		
<p>After successfully completing this course students should be able to:</p> <ul style="list-style-type: none">• Understand the basic theories of global business operation• Understand the concepts of global business operation modes• Scientifically evaluate different operation mode and recommend a strategic choice for a global business• Be able to revise and recommend changes to update any foreign operation mode		
CLASS HOURS		
Lecture: Monday to Friday, 180 minutes each day Discussion Section: One hour each week		
LEARNING RESOURCES		
Required Textbook		
[WBP] Welch, L.S., Benito, G.R.G., & Petersen, B. (2018). <i>Foreign Operation Methods: Theory, Analysis, Strategy</i> . Edward Elgar Pub. [DRS] Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2019). <i>International Business: Environments and Operations</i> . Pearson.		
Reference Books & Online Resources		
N/A		
Suggested Textbook		
N/A		
Other Teaching Methods		
N/A		



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WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	Part 1: Theories & Institutions Course Overview & Introduction to International Business Operation Governmental Influence on Trade & Trade Agreements	Chapter 1 [WBP] Chapter 7 & 8 [DRS]
	2	Theoretical Approaches to International Business Group Formation (3-4 person/Group)	Chapter 2 [WBP] Chapter 6 [DRS]
	3	Part 2: Modes of Global Business Operation Overview: The Strategy of International Business Focus on Franchising	Chapter 1 [DRS] Chapter 3 [WBP]
	4	Licensing	Chapter 4 [WBP]
	5	Management Contracts	Chapter 5 [WBP]
2	1	International Outsourcing	Chapter 6 [WBP]
	2	Project Operations	Chapter 7 [WBP]
	3	Export & Import	Chapter 14 [DRS] Chapter 8 [WBP]
	4	Strategic Alliances	Chapter 9 [WBP]
	5	Foreign Direct Investment Presentation	Chapter 10 [WBP]
3	1	Part 3: Strategies of Global Business Mode Switching and Stretching Strategies	Chapter 11 [WBP]
	2	Mode Combination Strategies	Chapter 12 [WBP]
	3	Mode Flexibility Strategies Deadline Group Assignment	Chapter 13 [WBP]



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Week	Day	Topic	Reading
3	4	Conclusion & Revision	Chapter 14 [WBP]
	5	Final Exam	
ASSESSMENT			
Assessment Task			Percent (%)
Attendance/Participation			10%
Group Research Project			35%
Presentation			15%
Final Exam			40%
Total			100%
DETAILS ON GRADE COMPONENTS			
<p>Class Attendance and Participation Class lectures will be a mix of traditional lectures and time spent working together on applications and exercises. To free up more time for working through problems together, students should read the relevant chapter before coming to the class. Discussion sessions will be used to give students an opportunity to clarify their understanding of the topics from the lecture and textbook.</p> <p>If students miss more than 5 classes and did not receive permissions from the instructor, they will automatically get a letter grade of F for this class, which is a failing grade. If a student has to miss class due to some personal emergencies or family issues, he/she should inform the TA or the instructor to get permission immediately. And students are held responsible for the class materials and homework for the class they will miss.</p> <p>Class participation is highly encouraged by the instructor, and the instructor will provide opportunities for the students to participate during the class period. Students should read all assigned reading materials in order to be well prepared for discussion.</p> <p>Group Research Project (2000 words) You are a consultant. Choose a company and write a report on foreign business development and operation issues and challenges of this company. You should make recommendation(s) on company's current operations and strategies, and ways to implement recommended strategies to improve operations and increase profitability.</p> <p>Structure of the report</p> <ul style="list-style-type: none"> • Identify key strengths, benefits and opportunities of the business • Identify key social, cultural, legal opportunities and challenges • Based on your analysis propose a business development and strategy plan. <p>More detailed assessment guidelines will be provided in class.</p> <p>The group is expected to work as a team. All the group members MUST involve in group discussion, contribute to the overall quality of the group report.</p>			



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DETAILS ON GRADE COMPONENTS														
Any evidence of students freeloading within a group will get Zero.														
Presentation 15 minutes Group presentation based on the group Research project.														
Final Exam Detail information on the final exam will be provided by the lecturer in class.														
COURSE GRADING														
Upon completion of this course, you receive a final grade. The final grade is a letter grade that carries with it a numerical value, as outlined below.														
<table border="1"><thead><tr><th>Grade</th><th>Percentage %</th></tr></thead><tbody><tr><td>A</td><td>80-100</td></tr><tr><td>B</td><td>70-79</td></tr><tr><td>C</td><td>60-69</td></tr><tr><td>D</td><td>50-59</td></tr><tr><td>E</td><td>0-49</td></tr></tbody></table>			Grade	Percentage %	A	80-100	B	70-79	C	60-69	D	50-59	E	0-49
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A	80-100													
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C	60-69													
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For Post-Graduate Students To pass this subject, students are required to obtain Grade B or above in order to satisfy all the intended learning outcomes.														
For Undergraduate Students To pass the subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.														
ACADEMIC INTEGRITY & ACCOMMODATION														
Classroom Protocol Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities. Cell phones must be turned off and stowed at all times. Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop. Laptops and tablets are permitted in the class for class-related purposes ONLY, and their use will be closely supervised by the instructor. If any student is found to be using a laptop or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester. Please make a sincere attempt to arrive on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. If you miss a class, given the size of this class, it is your responsibility to catch up.														
UNIVERSITY POLICIES														
General Expectations, Rights and Responsibilities of the Student As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with the university's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises.														

