



Syllabus (2021–Summer)

Course Title	Introduction to Business	Course No.	36004
Department/ Major	Division of International Studies	Credit/Hours	3 credits / 45 Hours
Class Time/ Classroom	Monday to Thursdays		
Instructor	Name Hannah Jun, Ph.D.	Department Graduate School of Int'l Studies	
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Office Hours/ Office Location	By Appointment		

I . Course Overview

1. Course Description

Introduction to Business is designed to introduce key concepts of international business (IB) and provide a broad and balanced overview of the discipline. Topics include the globalization of markets, internationalization of firms, the cultural environment of international business, corporate social responsibility (CSR) and sustainability, theories of international trade and investment, and firm strategy. Specific attention is paid to introducing elements of international business from the perspective of Korean firms and Korea's national business system.

In addition to understanding core concepts through lectures and readings, this course invites practitioners from various fields within international business to share their insights during class. These special sessions provide unique opportunities for students to understand the linkages between theory and practice and serve as an avenue to network and explore potential careers in international business.

Given the ongoing effects of the COVID-19 pandemic, classes will take place online.

2. Prerequisites

There are no academic prerequisites for this course.



3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
60%	20%	%	%	20%

(Instructor can change to match the actual format of the class.)

Explanation of course format:

This course is primarily lecture-based, but will also incorporate talks with special guests and in-class discussions with students.

4. Course Objectives

By the end of this course, students should be able to:

1. Differentiate between international and domestic business;
2. Identify major participants of international business;
3. Identify drivers of globalization and firm-level impacts;
4. Understand the role of culture in international business;
5. Identify and analyze major risks associated with international business;
6. Assess the role of government in international business;
7. Define the role of ethics, corporate social responsibility and sustainability;
8. Describe strategy in international business, including market opportunity assessments;
9. Identify key foreign market entry strategies, including emerging markets;
10. Identify the benefits and risks of global sourcing;
11. Describe the nature of international investment and collaboration; and
12. Understand global market segmentation and key issues in international marketing.

5. Evaluation System

Relative evaluation Absolute evaluation (for Ewha International Summer College students only) Others :

– Explanation of evaluation system:

Presentation (20%): Students will record and upload one individual presentation that addresses a critical issue in international business. Details on presentation topics will be provided on the first day of class.

Assignments (70%): Assignment questions will be provided for each topic (week) covered during the course. Students will choose and complete seven individual assignments (out of 13), with responses to be uploaded onto Cybercampus. Each assignment counts for 10% of the final grade (10% per assignment * 7 assignments = 70%).

Participation (10%): Participation will be evaluated based on attendance and active participation during class.

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Other
0%	0%	0%	20%	0%	70%	10%	0%

* Evaluation of group projects may include peer evaluations.



II. Course Materials and Additional Readings

1. Required Materials

International Business: The New Realities (Fourth Edition)
S. Tamer Cavusgil, Gary Knight, John Riesenberger

2. Supplementary Materials

Bloomberg News
The Economist
The Financial Times
The New York Times

3. Optional Additional Readings

Provided upon request.

III. Course Policies

Attendance policy: Attendance will be recorded through Zoom as students enter the classroom. Absences are unexcused and will result in a one point deduction to the participation evaluation. Exceptions include a death in the family, medical emergency or mandatory attendance at a school-sponsored event, in which official documentation is required. Being late for class two times will result in one unexcused absence. According to Article 40 of our University Academic Regulations (http://www.ewha.ac.kr/upload/rulesfile/9493_rulesfile_1558575129272.pdf), a student who is absent for more than 1/3 of classes for the term will receive an automatic "F" for the course. Students are asked to put away mobile phones during class and refrain from behavior that disrupts the learning environment. If a student does not abide by this policy, the student will be asked to leave and will be given an unexcused absence for the day.

Honor code information: All students are expected to pursue the highest standards of academic honesty. Any assignments not meeting such standards are subject to failure. Academic dishonesty will not be tolerated, which is defined as "including, but not limited to, all forms of cheating, plagiarism, research misconduct, misrepresenting one's work, and or/ inappropriately collaborating." Plagiarism and misrepresentation specifically refer to the copying of another person's material, even with modification, that is not fully referenced. In addition, papers that are acquired (either for free or for a fee) through electronic or non-electronic methods also will be considered to have been plagiarized and are subject to failure. During the midterm exam, quiz, and final exam, any evidence of plagiarism (e.g., copying another student's work, "cheat sheets" and stray marks, or any form of collusion) will be deemed as grounds for an "F" for that assignment. No make-up assignments will be allowed.

IV. Course Schedule (3 hours each class)

Day	Date	Topics & Class Materials, Assignments
		Course Introduction
Day 1	(6/29)	Objectives Overview of Course Timeline Evaluation
Day 2	(6/30)	What is International Business? (Chapter 1) Key Questions: How does international business differ from domestic business? Who are the major participants in international business? Why do firms internationalize?
Day 3	(7/1)	Globalization of Markets and the Internationalization of the Firm (Chapter 2) Key Questions: What are the drivers of globalization? What is the relationship between technological advances and globalization? What are firm-level consequences of market globalization?
Day 4	(7/5)	The Cultural Environment of International Business (Chapter 3) Key Questions: Why is it important to understand culture and cross-cultural risk? What role does culture play in international business? What are some models and explanations of culture?
Day 5	(7/6)	Ethics, Corporate Social Responsibility, Sustainability and Governance (Chapter 4) Key Questions: Why is ethical behavior important in international business? What is corporate social responsibility? How can we understand sustainability and the role of corporate governance?



Day	Date	Topics & Class Materials, Assignments
Day 6	(7/7)	<p>Theories of International Trade and Investment (Chapter 5)</p> <p>Key Questions: Why do nations trade? How can nations enhance their competitive advantage? What strategies can internationalizing firms use to gain and sustain competitive advantage?</p>
Day 7	(7/8)	<p>Political and Legal Systems in National Environments (Chapter 6) & Guest Speaker</p> <p>Key Questions: Who are the participants in political and legal systems? What are the types of country risk produced by political/legal systems? What does it mean to manage country risk?</p> <p>Note: The format of the special guest talk will be a short lecture by our guest followed by a question and answer session. Please show utmost courtesy to our guest speaker both during and after the talk.</p>
Day 8	(7/12)	<p>Government Intervention and Regional Economic Integration (Chapter 7)</p> <p>Key Questions: What is the nature of government intervention? How can firms respond to government trade intervention? What are the advantages and implications of regional integration?</p>
Day 9	(7/13)	<p>Understanding Emerging Markets (Chapter 8)</p> <p>Key Questions: What are emerging markets? What makes emerging markets attractive for international business? How can we evaluate the risks and challenges of emerging markets?</p>
Day 10	(7/14)	<p>The International Monetary and Financial Environment (Chapter 9)</p> <p>Key Questions: What is the role of exchange rates and currencies in international business? Who are the key players in the monetary and financial systems? How can we understand the global debt crisis?</p>
Day 11	(7/15)	<p>Financial Management/Accounting in the Global Firm (Chapter 10) & Guest Speaker</p> <p>Key Questions: What do we mean by capital structure? How do firms raise funds? How do firms manage working capital and cash flow?</p> <p>Note: The format of the special guest talk will be a short lecture by our guest followed by a question and answer session. Please show utmost courtesy to our guest speaker both during and after the talk.</p>
Day 12	(7/19)	<p>Strategy and Organization in the International Firm (Chapter 11)</p> <p>Key Questions: How do we describe strategy in international business? How can we understand organizational structure in international business? What are some key foreign market entry strategies?</p>
Day 13	(7/20)	<p>Foreign Direct Investment and Collaborative Ventures (Chapter 14)</p> <p>Key Questions: What is the nature of international investment and collaboration? What are the characteristics of foreign direct investment? What are the motives for FDI and collaborative ventures?</p>
Day 14	(7/21)	<p>Marketing in the Global Firm (Chapter 16)</p> <p>Key Questions: What is global market segmentation? How can we understand standardization and adaptation of international marketing? What is global branding and product development?</p>
Day 15	(7/22)	<p>Special Guest Speaker</p> <p>Note: The format of the talk will be a semi-structured conversation between the lecturer and our guest. Students will have time to ask questions to our guest speaker. Please show utmost courtesy to our guest speaker both during and after the talk.</p>
Makeup Classes	(mm/dd)	



Day	Date	Topics & Class Materials, Assignments
1		
Makeup Classes	(mm/dd)	
2		

V. Special Accommodations

* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> · Visual impairment : braille, enlarged reading materials · Hearing impairment : note-taking assistant · Physical impairment: access to classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> · Visual impairment : braille examination paper, examination with voice support, longer examination hours, note-taking assistant · Hearing impairment : written examination instead of oral · Physical impairment : longer examination hours, note-taking assistant

- Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.