

updated: November, 2013

**National Chengchi University  
College of Commerce  
International Business Management  
Course Syllabus**

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**Course Information**

<i>Course Number</i>	TBA
<i>Course Title</i>	International Business Management
<i>Term</i>	Spring 2014
<i>Days &amp; Times</i>	TBA
<i>Location</i>	TBA

**Professor Contact Information**

<i>Professor</i>	Weichieh Su Assistant Professor Department of International Business
<i>Email Address</i>	weichieh@nccu.edu.tw
<i>Office Hours</i>	Open door policy or by appointment

**Course Description**

The course is designed to educate future leaders concerning the global context in which business is conducted. It will increase students' awareness of key economic, political, and legal issues that affect business on a global scale as well as interactions among firms, markets, governments and other social actors. It will expose students to different analytical perspectives for understanding the increasing complex sociopolitical environment.

**Course Materials**

TBA

**Grading**

- Exam (40%)
- Group project (30%)
- Class participation (30%)

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### Lesson Schedule

Week	Date	Topic
1	02/20	Course introduction
2	02/27	Formal institutions
3	03/06	Informal institutions
4	03/13	The nature of the firm
5	03/20	Business ethics
6	03/27	Exam 1
7	04/03	Spring break (no class)
8	04/10	Global strategy
9	04/17	International expansion strategy (1)
10	04/26	International expansion strategy (2)
11	05/01	Corporate governance
12	05/08	Exam 2
13	05/15	Exam discussion
14	05/22	Movie
15	05/29	Group presentation I
16	06/05	Group presentation II
17	06/12	Course wrap-up
18	06/19	

*These timelines are subject to change at the discretion of the Professor.*

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❖ **Exam**

There are two closed book exams. Students, however, are allowed to bring a one-page, double-sided note (i.e., cheat sheet). No make-up exam is available.

❖ **Group project**

Groups will be formed in the beginning of the class. Each group will be responsible for one business case related to this course. The case cannot be duplicated among groups. 50 points will be graded according to the presentation: content delivery, quality, structure and attractiveness of the presentation. 50 points will be graded based on the written report. Evaluation of the report will be based on how well the group answers the assigned questions.

On 15th May 2014, each group must submit and present a proposal of six slides (maximum) which state (1) the topic you will do, (2) the outline of the project, (3) and the information sources you have collected.

The report should be formatted as with 1" margins in a 12-point Time New Roman form, single-spaced, and page-numbered throughout the document except cover page. There is no limitation for page length, but a 3-page report is a minimum. References are required. Plagiarism will be severely punished. The report should be submitted on the same day of the presentation.

In the end of the report, you have to briefly describe each group member's duty or contribution in this case. Freeloading will also be severely punished. If any group member fails to provide his or her fair share of the work, the group should report this misconduct to the instructor as soon as possible. Group members will receive the same grade except for the individual who does not contribute to the project properly.

❖ **Participation**

Students are expected to participate in discussion during the class. Cold call will be given during the class. Please also expect roll call. Assessment for regularly attending students will be based on individual discussion quality and engagement.

Absence, late attendance or early departure is discouraged. If a student is absent to a class meeting, it will be his or her responsibility to catch up with the missed materials including any announcement. No make-up lectures or quizzes will be given. It is the student's responsibility to accept any consequences that may result from any absence.