

BUSI300001

Global Business Strategy

Program : Global Summer Program

Academic Level: Undergraduate

Duration : July 2025

Contact Hours : 54

Fudan Credits : 3

Course Description:

Companies today confront an increasing array of choices of markets, of locations for value adding activities, and of modes of crossing borders. This course focuses on the international dimensions of strategy, and provides a framework for formulating strategies in an increasingly complex, disruptive and uncertain world business environment, and for making those strategies work effectively.

The course aims to provide students with a global perspective on the operations of business. Students will learn the evolution, background and trends of global business, environmental challenges for global business, mentalities and modes of conducting global business, global strategy and organization design, management of cross-boundary international cooperation, as well as some emerging issues in the field of international business with China context, including Multinational Corporations (MNCs) in China and the international expansion of Chinese firms. Action learning through group term projects will be integrated into the course throughout the learning journey.

Course Goals:

The ultimate goal of this course is to provide the foundations for taking effective actions in the multi-faceted world of global business.

Prerequisites:

No Prerequisites.

Textbook & References:

International Business (11th edition), by Charles W.L. Hill & G. Tomas M. Hult, McGraw-Hill Education & China Renmin University Press, 2019

Schedule:

Lecture	Topic	Activities
1	Globalization and de-globalization at work (1)	Lecture, Video
2	Globalization and de-globalization at work (2)	Lecture, case study
3	Environment analysis of international business	Lecture, case study
4	Expanding abroad: Motivations and mentalities	Lecture, case example
5	Expanding abroad: Foreign market entry modes (1)	Lecture, case study
6	Expanding abroad: Foreign market entry modes (2)	Lecture, case study
7	Action learning: Phase 1 (Group project proposal discussion)	Seminar: Presentation by students and feedback by the professor
8	Global strategy and organizational challenge	Lecture, case study
9	International strategic alliance: Managing cross-boundary cooperation	Lecture, case example
10	Development and Management of Multinational Corporations in China	Lecture, case example
11	Internationalization of Chinese firms	Lecture, case examples
12	Action learning: Phase 2 (Group project final presentation and Q&A)	Seminar: Presentation by students and Q&A

Assessment:

Assessment Task	Weighting
1. Class Contribution (Individual)	30%
2. Group Project Proposal (Group)	10%
3. Group Term Project (Group)	30% (15% report + 15% presentation and Q&A)
4. Two Case reports (Individual)	30%

Grading Scale:

Grades	A	A-	B+	B	B-	C+	C	C-	D	F
100	90-100	85-89	82-84	78-81	75-77	71-74	66-70	62-65	60-61	<60

The instructor will use the grading system as applied by Fudan University.

Credit Point Value:

Component	Contact Hours	Fudan Credits
Academic Lectures	44	3
Thesis/Exam	4	
Seminar/Field Trip	6	
Total	54	

At Fudan University, the duration of one contact hour is 45 minutes, and 18 contact hours are equivalent to 1 credit.

Note: The document is subject to change at the discretion of School of Management, Fudan University.