

## BUSI300001 Global Business Strategy

**Program** : Global Summer Program

**Term** : Summer 2024

**Duration** : June 4, 2024 - July 26, 2024

**Contact Hours** : 54

**Fudan Credits** : 3

### Course Description:

The course aims to provide students with a global perspective on the operations of business.

Students will learn the evolution, background and trends of international business, environmental challenges for international business, mentalities and modes of conducting international 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.

### 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 & Reference:

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

### Schedule:

Lecture	Date	Time	Topic
1	June 6, 2024	<b><u>Online Sessions</u></b> Lecture 1 - 8: 08:30-12:00 BJT (UTC+8)	Globalization and anti- globalization at work
2	June 7, 2024		Environment analysis of international Business
3	June 11, 2024		Expanding abroad: Motivations and mentalities
4	June 13, 2024		Expanding abroad: Foreign market entry modes (1)
5	June 18, 2024		Expanding abroad: Foreign market entry modes (2)

6	June 20, 2024		Global strategy and organizational challenge
7	June 25, 2024		International strategic alliance: Managing cross-boundary cooperation
8	June 27, 2024		Action learning: Phase 1
9	July 22-July 26, 2024	<b>Offline Sessions</b> Lecture 9 - 12: TBD	Development and Management of Multinational Corporations in China
10			Internationalization of Chinese firms
11			Action learning: Phase 2
12			Final Assignment

#### 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. Final Assignment (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	
Field Trip	3	
Seminar	3	
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.**