

**International Management** Syllabus Number MAN-309  
**III (International Management III)** Elective 2 credit  
SETO, Yoshiya

1. Course Description

This course deals with global environment surrounding multinational enterprises (“MNE”) as well as their operations, their background and history and explores their challenges. It also aims to help students understand the basics of international business. Students are sometimes requested to do presentations in classes regarding the topics covered in this course.

The topics include the followings.

Globalization, Political economy, National Differences in Economic Development and Culture, Foreign Direct Investment, Entry strategy, Global Marketing, Research & Development, Global production, outsourcing and logistics, Global business and Ethics; CSR