

International Management II

Syllabus Number

MAN-302

Elective

2 credit

GUO, Sizhi

1. Course Description

After we study International Management I, in this term, we further the study on the multinational enterprises. How to adapt and manage their business in the foreign countries. Again, we will focus on Japanese multinational enterprises' business activities.

We will touch upon its salient feature when doing businesses in Chinese market by comparison of such of Europe and or American multinational enterprises. European and or American enterprises and Japanese enterprises are different in business operation due to the differences in their management resources, such as corporate system and composition, which bring about the different ways of the management and penetration strategies into China market.