

1. 授業の概要(ねらい)

この講義は英語で行います。

In the past, for many enterprises, their international activities were rather limited and their relationship with foreign countries has been centered on export and import. But globalization has developed rapidly and widely, and now it is quite common to see foreign direct investments, global marketing and sales, global production system, research and development and so on in the activities of enterprises of developed countries and developing countries. Many enterprises are taking advantage of the situation. They operate more globally than before and succeed in reaping profits. At the same time, however, they face new challenges and need to address various issues. International management III deals with multinational enterprises' ("MNE") activities in general and the surrounding environment. This course, International management IV, continues to deal with MNEs' activities, focusing more on their practical strategies and operations.

2. 授業の到達目標

To understand global environment surrounding MNEs, their activities and their practical strategies and operations. To learn the basics of international business.

3. 成績評価の方法および基準

Final exam; 40%, Mid-term exam: 30%, Class participation, including report and/or presentation; 30%

4. 教科書・参考文献

教科書

No specific textbook

参考文献

Charles W.L. Hill 『International Business: Competing in the Global Marketplace, 12th edition』
McGraw-Hill Education

5. 準備学修の内容

Reading the materials distributed in classes.

To prepare for the report and/or presentation in classes, students are expected to study subject matters through newspapers, books, internet, etc.

6. その他履修上の注意事項

To better understand the global business, it is recommended to learn cases or examples of MNEs through internet, newspapers, books, etc.

7. 授業内容

- 【第1回】 Introduction, Review of the previous semester, Strategy of International Business
- 【第2回】 Organization: Structure, control systems
- 【第3回】 Organization: Organizational culture, strategy
- 【第4回】 Entry strategy (1)
- 【第5回】 Entry strategy (2), Strategic alliances (1)
- 【第6回】 Strategic alliances (2), Merger & Acquisition (1)
- 【第7回】 Merger & Acquisition (2)
- 【第8回】 Mid-term wrap up
- 【第9回】 Global production, outsourcing and logistics
- 【第10回】 Global marketing: Globalization of markets, segmentation
- 【第11回】 Global marketing: Strategies
- 【第12回】 Research & Development
- 【第13回】 Global human resource management, Finance
- 【第14回】 Case study (Presentation)
- 【第15回】 Wrap up