

国際経営論Ⅳ (International ManagementⅣ)

科目ナンバリング MAN-310
選択 2単位

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1. 授業の概要(ねらい)

この講義は英語で行います。

Globalization has developed rapidly and widely. 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. Moreover, severe conflicts between USA and PRC, and COVID-19 are influencing the global business substantially.

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.

The contents and order of topics may change depending on the students' interest and understanding.

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, Globalization
【第2回】	Strategy of international business (1)
【第3回】	Strategy of international business (2)
【第4回】	Organization: Structure, control systems, organizational culture, strategy
【第5回】	Entry strategy (1)
【第6回】	Entry strategy (2)
【第7回】	Strategic alliances
【第8回】	Mid-term wrap up
【第9回】	Merger & Acquisition
【第10回】	Global production and supply chain management
【第11回】	Global marketing (1)
【第12回】	Global marketing (2)
【第13回】	Global human resource management, Finance
【第14回】	Case study (Presentation)
【第15回】	Wrap up