

## 1. 授業の概要(ねらい)

この講義は英語で行います。

In the past international activities of enterprises were rather limited and their relationship with foreign countries have 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, including Japan 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. This course deals with global environment surrounding multinational enterprises ("MNE"s) and their operations, their background and history and their challenges.

## 2. 授業の到達目標

To understand global environment surrounding MNEs and their operations, their background and history. 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 the classes.

To prepare for the report and/or presentation in classes, students are expected to study the 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 of business
- 【第2回】 Globalization, Recent developments, Political economy
- 【第3回】 National Differences in Economic Development
- 【第4回】 National Differences in Culture
- 【第5回】 Foreign direct investment
- 【第6回】 Foreign direct investment, theories
- 【第7回】 Mid-term wrap up
- 【第8回】 Entry Strategy
- 【第9回】 Global marketing: Globalization of markets, segmentation
- 【第10回】 Global marketing: Strategies
- 【第11回】 Research & Development
- 【第12回】 Global production, outsourcing and logistics (1)
- 【第13回】 Global production, outsourcing and logistics (2)
- 【第14回】 Global business and Ethics; Corporate Social Responsibilities
- 【第15回】 Wrap up