

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 and enterprises not only of developed countries but also developing countries are engaged in foreign direct investments, global marketing and sales, global production system, research and development and so on. 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 mainly 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, 13th 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.

The first lecture and the fifth will be given by online lecture through LMS.

7. 授業内容

- 【第1回】 Introduction, Globalization of business (Online lecture through LMS)
- 【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】 Global business and Ethics; Corporate Social Responsibilities (Online lecture through LMS)
- 【第6回】 Foreign direct investment
- 【第7回】 Mid-term wrap up
- 【第8回】 Foreign direct investment, theories
- 【第9回】 Global production, outsourcing and logistics (1)
- 【第10回】 Global production, outsourcing and logistics (2)
- 【第11回】 Research & Development
- 【第12回】 Global marketing: Globalization of markets, segmentation
- 【第13回】 Global marketing: Strategies
- 【第14回】 Global marketing: cases
- 【第15回】 Wrap up