

## 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 understand and be able to explain the basic theory of international business management.

## 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.

Students are encouraged to learn various examples of MNEs through newspapers, books, internet, etc.

## 6. その他履修上の注意事項

To the extent possible students are expected to give a presentation during the semester.

The lecture on Corporate Social Responsibilities will be given by online lecture through LMS.

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