

# 国際経営論Ⅳ (International Management Ⅳ)

科目ナンバリング MAN-318  
選択 2単位

瀬藤 芳哉

## 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. Moreover, Russia-Ukraine War, 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 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, 14th edition  
McGraw-Hill Education

## 5. 準備学修の内容

Reading the materials distributed in 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

Online lecture through LMS may be given once. The exact date of the lecture will be decided later.

## 7. 授業内容

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