

## 课程详述

### COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 <b>Course Title</b>	国际商务学 International Business				
2.	授课院系 <b>Originating Department</b>	信息系统与管理工程系 Division of Information Systems & Management Engineering				
3.	课程编号 <b>Course Code</b>	MIS322				
4.	课程学分 <b>Credit Value</b>	3				
5.	课程类别 <b>Course Type</b>	专业选修课 Major Elective Courses				
6.	授课学期 <b>Semester</b>	秋季 Fall				
7.	授课语言 <b>Teaching Language</b>	英文 English				
8.	授课教师、所属学系、联系方式（如属团队授课，请列明其他授课教师） <b>Instructor(s), Affiliation &amp; Contact</b> (For team teaching, please list all instructors)	钱共鸣, 信息系统与管理工程系 Gongming QIAN, Division of Information Systems & Management Engineering 86-198 9653 7163 / 19896537163 qiangm@sustech.edu.cn				
9.	实验员/助教、所属学系、联系方式 <b>Tutor/TA(s), Contact</b>	待公布 To be announced				
10.	选课人数限额(可不填) <b>Maximum Enrolment (Optional)</b>					
11.	授课方式 <b>Delivery Method</b>	讲授 <b>Lectures</b>	习题/辅导/讨论 <b>Tutorials</b>	实验/实习 <b>Lab/Practical</b>	其它(请具体注明) <b>Other (Please specify)</b>	总学时 <b>Total</b>
	学时数	48				48

**Credit Hours**

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12.	先修课程、其它学习要求 <b>Pre-requisites or Other Academic Requirements</b>	无 None
13.	后续课程、其它学习规划 <b>Courses for which this course is a pre-requisite</b>	无 None
14.	其它要求修读本课程的学系 <b>Cross-listing Dept.</b>	无 None

**教学大纲及教学日历 SYLLABUS**

**15. 教学目标 Course Objectives**

This course is an introduction to international business covering both the macro (contextual environment) and micro (business functions) aspects of the topic. In terms of the context in which international business operates, we will discuss the political, economic, and cultural environment including the topics of international trade and investments and global financial markets and exchange rates. The emphasis then shifts to how firms operate within this global environment. We will discuss the impact of FDI on host countries' economies, and how host governments evaluate the effects of foreign direct investment (FDI). We will also discuss how firms carry out their production and financial management activities. Cases are used throughout the course to allow the student to analyze global business decision-making.

本课程涵盖国际商务学的宏观（营商环境）和微观（企业营商）两大部分。宏观部分讨论政治、经济、文化环境包括国际贸易和投资专题及金融市场和汇率的决定；微观部分讨论公司如何在国际环境中开展经营活动（包括将走出国门的国内公司和在海外有大量业务的跨国公司）；对外直接投资对东道国的影响，东道国政府对外资影响的评估；公司如何进行生产、销售及财务管理。在教学中，使用案例，帮助学生分析国际商务/企业的经营决策。

**16. 预达学习成果 Learning Outcomes**

- 1) To introduce the external environments for international business operations;  
介绍国际商务运营的外部环境；
- (2) To gain an appreciation for the complexities of the international challenges facing international business;  
正确认识国际商务面对的国际挑战的复杂性；
- (3) To provide a framework for understanding basic concepts and theories in international business;  
提供了解国际商务的基本概念和理论的框架
- (4) To explore international aspects of management (e.g. functions and strategies) in business operations.  
探讨企业运营中管理（如功能与策略）的国际层面问题。

**17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）**  
**Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)**

There are a wide range of areas and substantial contents in international business. This lecturing covers the following contents:a&b

- Lecture 1 Introduction to Class  
Globalization and International Business 全球化与国际商务 (4 节课, 内容较多)
- Lecture 2 Political Environment of International Business 政治环境与国际商务 (2 节课)
- Lecture 3 Cultural Environment of International Business 文化环境与国际商务 (2 节课)
- Lecture 4 Economic Environment of International Business 经济环境与国际商务 (3 节课)
- Lecture 5 Trade and Factor Mobility Theory 贸易与要素流动性理论 (2 节课)
- Lecture 6 Trade Protectionism 贸易保护主义 (2 节课)
- Lecture 7 Markets for FX and Factors that Influence Exchange Rates 外汇市场及影响汇率的因素 (3 节课)
- Lecture 8 Managing Risks in International Business 国际商务中的风险管理 (3 节课)

- a The mid-term and final tests need the 2-3 periods of classes (期中和期末考试需 2-3 节课的时间)。
- b The lectures/contents are adjustable depending upon the actual situation (授课/内容根据实际需要调整)。

18. 教材及其它参考资料 **Textbook and Supplementary Readings**

Daniels, J.D., Radebaugh, L.H., & Sullivan, D.P. 2018. International Business: Environments and Operations. New Jersey: Prentice Hall.

Hill, C.W.L., & Hernandez-Requejo, W. 2011. Global Business Today. New York: McGraw-Hill.

Peng, M.W. 2011. Global Business. Mason, OH: South-Western Cengage Learning.

Rugman, A.M., & Collison, S. 2012. International Business. England: Pearson Education.

课程评估 **ASSESSMENT**

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		10		
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments				
期中考试 Mid-Term Test		20		
期末考试 Final Exam		40		
期末报告 Final Presentation		30		

其它（可根据需要  
改写以上评估方  
式）  
**Others (The  
above may be  
modified as  
necessary)**

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20. 记分方式 **GRADING SYSTEM**

<input checked="" type="checkbox"/> A. 十三级等级制 <b>Letter Grading</b> <input type="checkbox"/> B. 二级记分制（通过/不通过） <b>Pass/Fail Grading</b>
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课程审批 **REVIEW AND APPROVAL**

21. 本课程设置已经过以下责任人/委员会审议通过  
**This Course has been approved by the following person or committee of authority**

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