
Tentative Schedule


Session I- Introduction

W1 9/23 (L) Introduction: Globalization


 Hill (Ch.1)

Session II- International Environment and Trade


W2 9/30 (L) Cross-border Difference- Political Economy


 Hill (Ch. 2)

W3 10/7 (L) Cultural Difference and Ethics

 Hill (Ch. 3.4)

W4 10/14 (L) International Trade Theory and Political Economy of Int'l Trade


 Hill (Ch. 5.6)


 Case I- Google in China (pp.148-149)

W5 10/21 (L) Foreign Direct Investment

 Hill (Ch. 7)

W6 10/28 (L) Global Monetary System

 Hill (Ch. 9.10.11)

 Case II- Cemex (pp.269-271)

W7 11/4¹ (L) Guest Speeches- Topics: TBC


W8 11/11² (L) Corporate Visit- Topic: International Trade Procedures

¹ The speeches may be scheduled on Nov.1st.


² The visit may be scheduled on Nov. 15th.

Tentative Schedule (Cont'd)


W9 11/18 (l) Regional Economic Integration

 Hill (Ch. 8)


 Case III- NTT DoCoMo's Marketing Strategy


 Session III- International Business (IB) Strategy and Org. Structure

W10 11/25 (l) IB Strategy


 Hill (Ch. 12)

W11 12/2³ (l) IB Organization Structure


 Hill (Ch. 13)


 Case IV- P&G

W12 12/9⁴ (l) Entry Strategy I (TCE Introduction)

 Hill (Ch. 14)

W13 12/16 (l) Entry Strategy II- Entry Modes

 Hill (Ch. 15)

 Case V- EMI and CT Scanner


 Session IV- International Business (IB) Operational Strategy

W14 12/23 (l) **Comprehensive Exam**

Merry Xmas and Happy New Year!!

W15 12/30 (l) Theme-based Film Case Studies

W16 '09/01/06 (l) Global Operation Strategy

 Hill (Ch. 16.17.18.19.20)

W17 01/13 (l) Term Project Presentation; Course Wrap-up and Review

³ After this lecture, please preview the requirement of Session IV for your international strategic plans.

⁴ Some supplementary readings will be delivered before this lecture.