



## Syllabus (2021/2022 Winter)

Course Title	Introduction to Business	Course No.	--
Department/ Major	International Studies	Credit/Hours	3
Class Time/ Classroom	Mon~Fri 9:00AM~11:30AM (Sat: Pre-recorded Class) Location TBD		
Instructor	Name: Lynn Pyun	Department: International Studies	
	E-mail: <a href="mailto:pyun@ewha.ac.kr">pyun@ewha.ac.kr</a>	Phone: 02-3277-5989	
Office Hours/ Office Location	e-mail to schedule		

## I. Course Overview

## 1. Course Description

This course is an introduction to the field of international business with a global perspective for future managers and academics. Throughout the semester, we will explore how international factors influence modern business decision-making. By doing so, students will be equipped with requisite foundational knowledge and problem-solving skills to be successful in the global business environment.

## 2. Prerequisites

None

## 3. Course Format

Lecture	Discussion/Presentation
70%	30%

Although it is not a requirement, reading the assigned chapter in advance for each class is recommended. Moreover, if students can keep up with important current affairs in international business, they will be able to contribute much to the spontaneous discussions over Zoom sessions. It is strongly encouraged for the students to bring in their personal experiences and thoughts to the class and speak up when there's an opportunity, as doing so will not only provide the best learning experience for those who do but also enrich the collective understanding.

Each class will be composed of the following components:

- Discussion of topical articles, video and/or cases.
- Lecture on the important theoretical, definitional or situational areas.
- Student activities - small group discussions and/or informal quizzes.

The time spent on each activity will vary depending on the topic at hand.



4. Course Objectives

- An understanding of key economic, political and social dimensions of international business and an ability to relate them to current business news.
- An ability to analyze the factors that drive currency movements.
- An ability to understand and trace the key steps associated with running an international business.
- An understanding of how the changing global economy affects each student.
- An opportunity for students to improve their written and oral skills.

5. Evaluation System

Relative evaluation  Absolute evaluation

Class Attendance	Midterm Exam	Final Exam	Currency Exercise
25%	30%	40%	5%

(Instructor can change the above to match the actual format of the class.)

**\* Important: There will be NO makeup exams/extra credits.**

**\*\* The exams MUST be taken on the dates indicated in the course outline. If not, student has to concede to any form of the test that the instructor decides to give her.**

II. Course Materials and Additional Readings

Required Materials

Daniels, Radebaugh, and Sullivan. International Business: Environment and Operations, 16th Edition, Pearson, 2018.

III. Course Policies

\* The below contents are written based on policies/procedures as of 10/25/2021,

1. Class Attendance

All students are expected to attend every session of the course. All absences are unexcused except for the following occasions: (1) a death in the immediate family, (2) a medical emergency, (3) a mandatory attendance at a school-sponsored event (note: interviews/business trips for current/future jobs do not count), (4) COVID-related absences, in accordance with Ewha’s official policy. Even for those occasions, an official documentation is required in order to be excused. In such cases, students should send the notice for absence before the class, and submit relevant documentation within 1 week of the absence. Missing more than 1/3 of all classes will result in an “F” for the course.

This class will be held from 12/29 to 1/14, and is intended as an offline class except the Saturdays. That is, everyone’s physical attendance is required from Monday to Friday, 9AM to 11:30AM. Saturday classes (1/1 and 1/8) will be uploaded on Cybercampus by 9PM on the respective dates. Following Ewha standards, for recorded classes, watching more than 90% of each video segment based on Cybercampus Progress Report records will be counted as “attended”.



## 2. Midterm Exam [1/6 Thursday] & Final Exam [1/14 Friday]

Exam format will be a mixture of true-false, multiple choice and short-answer questions. On top of the lecture slides and textbook materials, the discussions from class may be included in the exams as well. Midterm Exam will be given on 1/6 and Final Exam on 1/14, both during our class times. Final exam is *not cumulative* and will be on the chapters that are covered after the midterm. Students will be asked to bring their laptops to the classroom to take the exams implemented through Cybercampus.

## 3. Currency Exercise

This simple exercise is a short write-up asking students to interpret a major currency pair's exchange rate movements. Students will be given an actual currency movement and see if they can interpret how a currency strengthened/weakened correctly. This exercise will be given on 1/8 and will be due on 1/11.

### \*\*\* Code of Conduct

Phones should be turned off during the class. Frequent online correspondence is expected for this class and the responsibility falls on the student if she fails to check announcements/messages on Cybercampus/emails in a timely manner (note: emails for this will be sent out using the Ewha Cybercampus platform, so please make sure you always check your *official email account* registered on Cybercampus). Cheating and plagiarism are **serious offenses**. Official policy for this class is to give **a failing grade** to those who engage in such practices for the entire exam and/or assignment, even if students are caught once and the offense may appear minor. Any dishonest behavior may be reported to the department and additional disciplinary measures can be imposed as a result.



## IV. Course Schedule (as of 10/25/2021)

Week	Date	Topics & Class Materials, Assignments
Week 1	12/29 (Wed)	Introduction
		Ch. 2 Culture, Part 1
Week 2	12/30 (Thur)	Ch. 2 Culture, Part 2
		Excerpts from Movie <Outsourced>
Week 3	12/31 (Fri)	Ch. 3 Governmental & Legal Systems, Part 1
		Ch. 3 Governmental & Legal Systems, Part 2
Week 4	1/1 (Sat) *Recorded Class*	Ch. 4 Economic Systems & Market Methods, Part 1
		Ch. 4 Economic Systems & Market Methods, Part 2
Week 5	1/3 (Mon)	Ch. 5 Trade & Factor Mobility, Part 1
		Ch. 5 Trade & Factor Mobility, Part 2
Week 6	1/4 (Tue)	Ch. 6 Trade Protectionism
		Ch. 7 Economic Integration & Cooperation
Week 7	1/5 (Wed)	Ch. 8 Markets for Foreign Exchange
		Midterm Review/Q & A Session
Week 8	1/6 (Thur)	Midterm Exam
Week 9	1/7 (Fri)	Ch. 9 Factors that Influence Exchange Rates
		Ch. 10 Global Debt & Equity Markets
Week 10	1/8 (Sat) *Recorded Class*	Ch. 9~10 Wrap-Up Discussion [Currency Exercise Given]
Week 11	1/10 (Mon)	Ch. 12 The Strategy of International Business
		Ch. 13 Country Evaluation & Selection
Week 12	1/11 (Tue)	Ch. 14 Modes of Trading Internationally [Currency Assignment Due]
		Ch. 16 The Organization & Governance of Foreign Operations
Week 13	1/12 (Wed)	Ch. 17 Marketing Globally
		Ch. 20 Human Resource Management
Week 14	1/13 (Thur)	Excerpts from Movie <The Big Short>
		Discussion & Final Exam Review
Week 15	1/14 (Fri)	Final Exam (not cumulative)

\* The above written under the assumption that this class will be fully offline and may be revised depending on the COVID situation.

\* Saturday classes (1/1 & 1/8) will be pre-recorded and shared on Cybercampus; students will be asked to watch it in lieu of offline attendance.



## V. Special Accommodations

\* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> <li>· Visual impairment : braille, enlarged reading materials</li> <li>· Hearing impairment : note-taking assistant</li> <li>· Physical impairment : access to classroom, note-taking assistant</li> </ul>	<p>Extra days for submission, alternative assignments</p>	<ul style="list-style-type: none"> <li>· Visual impairment : braille examination paper, examination with voice support, longer examination hours, note-taking assistant</li> <li>· Hearing impairment : written examination instead of oral</li> <li>· Physical impairment : longer examination hours, note-taking assistant</li> </ul>

- Actual support may vary depending on the course.

\* The contents of this syllabus are not final—they may be updated.