



Syllabus (2021-2)

Course Title	Introduction to Business	Course No.	36004(01)
Department/ Major	International Studies	Credit/Hours	3
Class Time/ Classroom	Fully online: A mixture of pre-recorded(Tuesday) & real-time via Zoom(Friday) lectures		
Instructor	Name: Lynn Pyun	Department: International Studies	
	E-mail: pyun@ewha.ac.kr	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 in the press.
- 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	Final Presentation/Paper
25%	25%	30%	5%	15%

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

* Evaluation of the team project (participation optional: see III-4 below) includes peer evaluations.

**** 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 7/30/2021,

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 was originally scheduled to take place on Tuesdays 5:00~6:15PM and Fridays 3:30~4:45PM. Therefore, it will be assumed that students will be available during those times. That is, all the exams, class presentations and real-time Zoom lectures will be scheduled during those hours throughout the semester.



As a rule, Tuesday lectures will be pre-recorded and the video file will be uploaded by Tuesday morning. Following Ewha standards, watching more than 90% of each video segment based on Cybercampus Progress Report records will be counted as “attended”. Friday classes will be conducted via Zoom real-time. However, students will be given a choice to watch the recording of the Zoom sessions uploaded on Cybercampus on their own, in lieu of real-time attendance, without any penalty. All the lecture videos should be viewed within a week after they are uploaded to be counted towards attendance grade. Importantly, the responsibility falls on the students to make sure that all the personal records are in place, so it is strongly recommended to check them periodically.

2. Midterm Exam [10/26 Tuesday] & Final Exam [12/17 Friday]

Exam format will be a mixture of true-false, multiple choice, short-answer and essay 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 **10/26** and Final Exam on **12/17**, both during our class times. Final exam is ***not cumulative*** and will be on the chapters that are covered after the midterm. The exams will be conducted online and students will have to comply with the Zoom setup the instructor requires, which will be explained in the first class. Please note that all the students **must be present on Zoom** with their cameras on for both of the exam days.

3. Currency Exercise

This exercise is a short write-up describing what causes exchange rates to move. Students will be asked to follow the major currency movements for a week and provide logical explanations as to why they moved the way they did. Detailed explanation will be provided in class when the assignment is given. The exercise will be given on 11/5 and will be due on **11/16**. Late submissions will have points deducted (0.5 point/day) out of fairness to those who submitted on time.

4. Final Presentation & Paper

Students are required to complete a final paper, and this can be done in two ways: team-based and individual-based (up to the student's choice, without any penalty). The paper will discuss a business plan on a company of one's choice, written in the voice of a manager in a company presenting to the board of directors to go into an overseas market. For both team-& individual-based papers, the paper deadline will be **12/3**.

Presentation is only necessary if students choose to write the paper with teammates. In other words, if one writes the paper by herself, she doesn't need to give a presentation. Presentations will take place in the weeks right after the paper deadline. They will be based on the findings from the team paper and will be given online, real-time via Zoom. More detailed instructions will be provided later in class. *Please note that this part of the class schedule may be up to change.*



*** 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 7/30/2021)

Week	Date	Topics & Class Materials, Assignments
Week 1	(9/7)*:Recording	Introduction
	(9/10):Zoom	Ch. 2 Culture, Part 1
Week 2	(9/14):Recording	Ch. 2 Culture, Part 2
	(9/17):Zoom	Ch. 2 Culture Wrap-Up
Week 3	(9/21)*:Recording	Ch. 3 Governmental & Legal Systems, Part 1
	(9/24):Zoom	Ch. 3 Governmental & Legal Systems, Part 2
Week 4	(9/28):Recording	Ch. 4 Economic Systems & Market Methods, Part 1
	(10/1):Zoom	Ch. 4 Economic Systems & Market Methods, Part 2
Week 5	(10/5):Recording	Ch. 5 Trade & Factor Mobility
	(10/8):Zoom	Ch. 6 Trade Protectionism
Week 6	(10/12):Recording	Ch. 7 Economic Integration & Cooperation
	(10/16):Zoom	Ch. 5~7 Wrap-Up Discussion
Week 7	(10/19)*:Zoom	Ch. 8 Markets for Foreign Exchange
	(10/19)*:Zoom	Midterm Review/Q & A Session
Week 8	(10/26): Zoom	Midterm Exam
	(10/29):Zoom	Ch. 9 Factors that Influence Exchange Rates
Week 9	(11/2):Recording	Ch. 10 Global Debt & Equity Markets
	(11/5):Zoom	Ch. 9~10 Wrap-Up Discussion [Currency Assignment Given]
Week 10	(11/9):Recording	Ch. 12 The Strategy of International Business
	(11/12):Zoom	Ch. 13 Country Evaluation & Selection
Week 11	(11/16):Recording	Ch. 14 Modes of Trading Internationally [Currency Assignment Due]
	(11/19):Zoom	Ch. 16 The Organization & Governance of Foreign Operations
Week 12	(11/23):Recording	Ch. 17 Marketing Globally
	(11/26):Zoom	Ch. 18 Manufacturing & Supply Chain
Week 13	(11/30):Recording	Ch. 19 Accounting & Finance
	(12/3):Zoom	Ch. 20 Human Resource Management
Week 14	(12/7):Zoom	Final Presentations (1) [Final Paper Due]
	(12/10):Zoom	Final Presentations (2)
Week 15	(12/14):Zoom	Final Presentations (3)
	(12/17): Zoom	Final Exam (not cumulative)

* 9/7 Tuesday: the first day of class (please note that it's NOT 9/3 Friday).

* 9/21 Tuesday: although it's a part of the Chuseok holiday, a lecture video will be uploaded on this date to keep the overall schedule.

* 10/19 Tuesday: a regular lecture will be conducted over Zoom, and an extra Zoom class will be held for review/Q&A right afterwards.

This anomaly is due to the inability to hold a separate Zoom class on 10/22 because of Ewha's exam schedule (교양과목 중간시험).



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

– Actual support may vary depending on the course.

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