

国际商务

1. Globalization
 - a) Understand what is globalization
 - b) Recognize the main drivers of globalization
 - c) Describe the changing demographics of the global economy
 - d) Understand the impacts of globalization for international businesses
2. National Differences in Political, Economic, and Legal Systems
 - a) Understand what is political economy
 - b) Understand how the political, economic, and legal systems of countries differ
 - c) Explain the implications for management practice of national differences in political economy
3. National Differences in Economic Development
 - a) Understand how a country's level of economic development is measured
 - b) Explain the factors that influence a country's economic development
 - c) Identify the macropolitical and macroeconomic changes occurring worldwide
 - d) Explain what the changing political economy means for managers
4. Differences in Culture
 - a) Explain what is meant by the culture of a society
 - b) Identify the forces that shape the culture of a society
 - c) Compare major cultural differences of countries
 - d) Identify the business and economic implications of cultural differences
5. Ethics, Corporate Social Responsibility, and Sustainability
 - a) Understand the ethical issues faced by international businesses
 - b) Recognize the ethical dilemma
 - c) Identify the reasons for unethical conducts
 - d) Describe the different philosophical approaches to ethics
 - e) Explain how managers can make ethical decisions
6. International Trade Theory
 - a) Understand different trade theories
 - b) Recognize why it is beneficial for a country to engage in international trade
 - c) Recognize the role government can play in promoting national competitive advantage

- d) Understand the implications that international trade theory holds for business practice
7. Government Policy and International Trade
- a) Understand different policy instruments and their effects
 - b) Understand the arguments for and against government intervention in trade
 - c) Know the development of the world trading system and the current trade issue
 - d) Identify the implications for businesses in the world trading system
8. Foreign Direct Investment
- a) Understand different theories of FDI
 - b) Understand why firms may prefer FDI as a strategy for entering foreign markets
 - c) Identify the benefits and costs of FDI
 - d) Identify policy instruments used to regulate FDI
 - e) Know the managerial implications related to FDI
9. Regional Economic Integration
- a) Understand what is regional economic integration and the current trend
 - b) Understand the arguments for and against regional economic integration
 - c) Understand the implications for business
10. The Foreign Exchange Market
- a) Understand the foreign exchange market and the functions of it
 - b) Understand how the market provides insurance against foreign exchange risk
 - c) Know the theories of exchange rates determination
 - d) Identify the different approaches toward exchange rate forecasting
 - e) Know the managerial implications for foreign exchange rate risks
11. The International Monetary System
- a) Understand what the international monetary system is and its functions
 - b) Know the roles of the World Bank and the IMF in the international monetary system
 - c) Able to compare and contrast across different exchange rate regimes
 - d) Identify the implications for currency management and business strategy
12. The Global Capital Market
- a) Identify the benefits of the global capital market
 - b) Identify why the global capital market has grown so rapidly and the associated risks
 - c) Compare and contrast the benefits and risks associated with the Eurocurrency market, the global bond market, and the global equity market

- d) Understand how foreign exchange risks affect the cost of capital
13. The Strategy of International Business
- a) Understand what is strategy
 - b) Recognize how firms can increase profits through international expansion
 - c) Understand what types of competitive pressures exist in the global marketplace that influence strategic choice
 - d) Identify the different strategies for competing globally and how to choose the strategies
14. The Organization of International Business
- a) Understand what is organizational architecture
 - b) Describe the different organizational choices that can be made in an international business
 - c) Describe what is the relation between strategy and organizational architecture
15. Entry Strategy and Strategic Alliances
- a) Explain what are the basic decisions firms make when expanding globally
 - b) Compare the different modes that firms use to enter foreign markets
 - c) Identify the factors that influence a firm's choice of entry mode
 - d) Recognize the pros and cons of acquisitions and greenfield ventures as an entry strategy
 - e) Evaluate the pros and cons of entering into strategic alliances
16. Exporting, Importing, and Countertrade
- a) Understand the promises and risks associated with exporting
 - b) Identify different ways to improve firm's export performance
 - c) Recognize the basic steps involved in export financing
17. Global Production and Supply Chain Management
- a) Understand the importance of global production and supply chain management decisions for global companies
 - b) Understand the factors behind global production decisions
 - c) Understand the make-or-buy decision
 - d) Understand the functions of logistics and purchasing within global supply chains
 - e) Understand the implications for managing a global supply chain
18. Global Marketing and R&D
- a) Understand what is the marketing mix
 - b) Understand why and how the marketing mix might vary for different international markets
 - c) Understand the role of international market research

d) Describe how globalization is affecting R&D

19. Global Human Resource Management

- a) Understand the strategic role of HRM in international firms
- b) Identify the pros and cons of different approaches to staffing policy in international business
- c) Explain expatriate failure
- d) Understand how and why compensation systems vary across nations
- e) Understand how organized labor can influence strategic choices in international business

以上要点仅供教学参考，不作为国际商学院本科教学的硬性要求之用。