

科目コード／科目名 (Course Code / Course Title)	自動またはその他／International Business-B		
テーマ／サブタイトル等 (Theme / Subtitle)	Introduction to Global Business		
担当者名 (Instructor)	西原 文乃(NISHIHARA AYANO) フォウラー, R(FOWLER RANDY)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU2001	言語 (Language)	英語 (English)
備考 (Notes)	国際経営学科2年次生:自動登録(それ以外は「その他」登録)		

授業の目標(Course Objectives)

Students will learn how the political and economic systems affect the international business, and how the global businesses are reacting to such environment. Students will experience how to apply the basic theories and concepts of international business strategy and marketing strategy by conducting a group project on a real company entering a new market. “International Business A” (IB-A) and “International Business B” (IB-B) are to be taken concurrently.

授業の内容(Course Contents)

IB-A and IB-B will be run entirely in English but at a “basic” level, supplemented by the ESP course to promote effective learning in English. IB-A and IB-B courses will combine teaching and assessment and will be taught effectively as a 4-credit course. IB-A is scheduled for Tuesday and IB-B for Friday, taught by two instructors but delivered effectively as one course. Guest speakers will be invited to enhance the learning experience, and group workshops will be conducted to promote active learning in class. “Face-to-face” is subject to change depending on the situation.

授業計画(Course Schedule)

1. National Differences: Politics and Economy
2. National Differences: Cultural Differences
3. International Trade
4. Government Policy and International Trade
5. Regional Economic Integration
6. Guest Lecture: Client Company
7. Workshop 2: Preparing Country Analysis Report (Online)
8. Market Entry Strategies
9. Guest Lecture (Online)
10. Marketing Strategies (Part 2)
11. Final Test (Online)
12. Group Workshop: Preparing for the Project Presentation (Online)
13. Project Presentations (10 groups)
14. Review session: Class Evaluation etc

授業時間外(予習・復習等)の学習(Study Required Outside of Class)

Some assignments on group project are expected to be done outside of the class. In some sessions, pre-assignments and reaction papers will be assigned. Sessions indicated as “Online” may be changed to other sessions depending on the progress of the course content.

成績評価方法・基準(Evaluation)

Midterm Test(30%)/Final Test(30%)/Group Project Presentation(10%)/Group Project Reports(20%)/Participation(10%)

テキスト(Textbooks)

1. Charles Hill. 2022. *Global Business Today 12th Edition (English Edition)*. McGraw-Hill (ISBN:126406750X)

参考文献(Readings)

その他(HP等)(Others(e.g.HP))

Students returning from exchange/study abroad must notify the instructor via e-mail of their intention to enroll during the first week of the semester. All students are also expected to abide the Rikkyo University College of Business Pledge

注意事項 (Notice)

Adjunct Course(Min.TOEIC:550)