

National Taiwan University of Science and Technology  
Semester **Fall**

Department	Graduate Institute of Technology Management / MBA Program			
Course Code	TM6301701 / MA7600701			
Course Name	<b>International Business and Global Innovation Development</b>	Credit	Fall	Spring
			3	
Course Objectives (課程目標)	<p>The course aims to learn the general theories of International Business, and apply MNEs (multinational enterprises) cases to explore different innovation strategies in the global economy. On the view of strategic approach, the course will guide students to understand MNEs' strategy content and process. In addition, this course includes the issues about industrial clusters, green innovation, and ethic events from several international cases for further discussions. Through the process, students can learn how a MNE evaluate the changing global economies to make right decisions. The case studies also helps students to realize the global challenges in real world.</p>			
Course Materials	<p>Daniels, Radebaugh, Sullivan, (2014), International Business – Environments and Operations, 14<sup>th</sup>, Person.</p> <p>Parboteeah, K. P. &amp; Cullen, J. B. (2014), Strategic International Management, 6<sup>th</sup> edition; South-Western Cengage Learning;</p>			
Other references	<ul style="list-style-type: none"> <li>● Luthans &amp; Doh (2009), International Management – Culture, Strategy, and Behavior, 7<sup>th</sup> edition; McGraw-Hill, Irwin;</li> <li>● Bartlett, Christopher A., Sumantra Ghoshal, and Julian Birkinshaw (2004), Transnational Management: Text, Cases, and Readings in Cross-border Management, 4th ed., NY: McGraw-Hill Companies</li> <li>● van Agtmael, Antoine(2007), The Emerging Markets Century: How a New Breed of World-Class Companies Is Overtaking the World, Free Press.</li> <li>● Kolter, P.(2006), <i>Think Asean, Rethinking Marketing toward ASEAN Community 2015</i>, McGraw-Hill Education</li> <li>● Barton, D., (1998), Wellsprings of Knowledge, Building and Sustaining the Sources of Innovation, Harvard Business School Press.</li> </ul>			
Evaluation	<p>Class Participation (personal) 25%</p> <p>Mid-term personal Exam 25 %</p> <p>Personal final term Paper/ writing 20 %</p> <p>Presentation / Team work 30%</p>			

Course Outline	Schedule	Topic
	1	Part I-1: Global innovation strategy in changing global economy <i>Discussion: Global trend and challenges in macro environment</i>
	2	Part I-2: Cultural factors for IB / multicultural communication <i>Discussion: Video case / team discussion and international comparisons</i>
	3	Part I-3: Trade & FDI theories <i>Discussion &amp; Exercise: Video case / real international trade between groups</i>
	4	Part I-4: The role of Government and Ethic issues <i>Case Discussion: Selected Case 1</i>
	5	Green innovation in MNEs -Impacts of new trend (low-carbon) for MNEs
	6	Part II-1: MNEs' strategic content, formulation, national context <i>Discussion: Selected Case 2</i>
	7	Part II-2: Organisational design in MNEs and entry mode choice <i>Discussion : Selected Case 3</i>
	8	Part III-1: International Marketing management <i>Discussion: Case 4</i>
	9	Part III-2: International Product life cycle and innovation strategy <i>Discussion: Case 5</i>
	10	Innovations in Service sectors <i>Cases &amp; Observations</i>
	11	Innovation Case discussion : The global challenges and trend of music industry
	12	<i>Invited Lecture : The Brand strategy in international marketing</i>
	13	Part III-3 International Human resource & risk management <i>Cases discussion: Case 6, 7</i>
	14	Part IV The emerging power from developing countries <i>Discussion: Bollywood</i>
15	Other International Management Issues	
Instructor	Name: Mei H.C. HO E-mail: <a href="mailto:mei.ho@mail.ntust.edu.tw">mei.ho@mail.ntust.edu.tw</a>	
Special note:	<ol style="list-style-type: none"> <li>1. You're allowed to have food or soft drink in class, but do not disturb others, e.g. spiced foods are restricted;</li> <li>2. Please respect all students who are sharing their ideas. You're welcome to raise your hand and share ideas with all students. No online talk during the course.</li> <li>3. Please consider if you can spend your time and keep a good attendance in the course or quit the course. The course needs students to contribute in team work discussion.</li> <li>4. All homework and assignments should be written by yourself (no copy &amp; paste); Please submit it on time.</li> <li>5. Students have to involve in discussion and case study with the members assigned in the whole semester.</li> </ol>	