

<b>授業科目名：</b> 国際ビジネス特論 International Business Management			<b>担当教員名：</b> 伊藤 龍史 Ryoji Ito
<b>選択/必修：</b> 選択 Elective	<b>単位数：</b> 2	<b>セメスター：</b> 2 後 2 Fall	<b>開講言語：</b> English
<b>○授業の到達目標及びテーマ</b> <p>The noticeable trend in recent decades has been the rapid growth of international business by multinational enterprises (hereafter, “international business”). The expansion of international business has not only created new opportunities, but has also created new challenges and problems related to do business in different economic, political, social, and cultural environments. This phenomenon stimulates a greater need for individuals who are properly educated in the academic area of international business. This course will provide the basic knowledge of international business covering (but not limited to) such fascinating topics as the definition of globalization, the global differences in buying behaviors, global segmentation and positioning of products and services, global marketing strategies, types of global market entry strategies and sourcing strategies, global product policies, global pricing policies, global promotion policies, and global logistics.</p>			
<b>○授業の概要</b> <p>Upon completion of this course, you should have an increased understanding and appreciation of (1) key environmental and cultural differences across global markets, (2) how these factors impact the decisions regarding international business and marketing strategy, and (3) how to assess, develop, and execute global market strategies, and global market-driven organizations. Overall, you will have a better understanding of the dynamics and complexity of global competition and be better prepared to meet challenges in the world marketplace, which includes domestic competition.</p>			
<b>○授業の方法</b> <ol style="list-style-type: none"> <li>(1) This course may be offered in mainly English and partly Japanese.</li> <li>(2) Students are expected to read course materials and actively participate in class discussion.</li> <li>(3) Each class will be based on handouts provided in week 1 (class orientation) or the early stages of the course.</li> </ol>			
<b>○授業計画</b> <p>Week1 Course orientation / What is globalization?          Main topics of this week are as follows: Why global business is imperative / Globalization of market / Evolution of global marketing</p> <p>Week2 Global cultural environment and buying behavior          Main topics of this week are as follows: Definitions of culture / Elements of culture / Cross-cultural comparisons / Adaptation to cultures / Culture and the marketing mix / Organizational cultures / Global account management / Global customer relationship management</p>			

### Week3 Global marketing research

Main topics of this week are as follows: Research problem formulation / Secondary global marketing research / Primary global marketing research / Market size assessment / New market information technologies / Management of global marketing research

### Week4 Global segmentation and positioning

Main topics of this week are as follows: Reasons for international market segmentation / International market segmentation approaches / Segmentation scenarios / Bases for country segmentation / International positioning strategies / Global, foreign, and local consumer culture positioning

### Week5 Global marketing strategy

Main topics of this week are as follows: Information technology and global competition / Global strategy / Global marketing strategy / Competitive analysis

### Week6 Global market entry strategy

Main topics of this week are as follows: Selecting the target market / Choosing the mode of entry / Exporting / Licensing / Franchising / Outsourcing / Expanding through joint ventures / Entering new markets through wholly owned subsidiaries / Creating strategic alliances / Timing of entry / Exit strategies

### Week7 Global sourcing strategy

Main topics of this week are as follows: Extent and complexity of global sourcing strategy / Trends in global sourcing strategy / Value chain and functional interfaces / Types of sourcing strategy / Long-term consequences of global sourcing / Outsourcing of service activities

### Week8 Global product policy decision: Developing new products for global markets

Main topics of this week are as follows: Global product strategies / Standardization versus customization / Multinational diffusion / Development of new products for global markets / Truly global innovation

### Week9 Global product policy decision: Marketing products and services

Main topics of this week are as follows: Global branding strategies / Management of multinational product lines / Product piracy / Country-of-origin effect / Global marketing of services

### Week10 Global pricing

Main topics of this week are as follows: Drivers of foreign market pricing / Price escalation / Pricing in inflationary environments / Global pricing and currency fluctuations / Transfer pricing / Global pricing and antidumping regulation / Price coordination / Countertrade

### Week11 Communicating with the world consumers

Main topics of this week are as follows: Global advertising and culture / Global advertising budget / Creative strategy / Global media decisions / Advertising regulations / Choice of an advertising agency / Coordination of international advertising / Other forms of communication / Globally integrated marketing communications

### Week12 Global logistics

Main topics of this week are as follows: Definitions of global logistics / Management of global logistics / Free trade zones / Maquiladora operation / Global retailing

Week13 Case study (1)

This week discuss the theories and practices of international business based on case study

Week14 Case study (2)

This week discuss the theories and practices of international business based on case study

Week15 Case study (3)

This week discuss the theories and practices of international business based on case study

○テキスト

All handouts will be provided in week 1 (class orientation) or the early stages of the course.

○参考書・参考資料等

N/A

○学生に対する評価

Contribution to class discussion (40%)

Final written report (60%)