

International Business Environment

Coming into the 21st century, the world economy is diversified and complex. To help students understand better of today's world economy, fundamental knowledge of global business environment is necessary. This course aims to provide some basic concepts of business environment in the form of lectures, concentrating upon the political, economic, cultural and social, legal and ethical, and technological environment facing and affecting international business, especially in China.

Topics will include globalization and its significance, how cultural differences affect international business, geographic environment involves human and economic geography, covering population and natural resource distributions, regional financial and trade centers, and transportation systems. Political environment includes government structure, state role, interest groups, political parties and the policy-making process. Cultural traditions cover religious traditions and socio-cultural dimensions that have a direct impact on business operations. International environment includes regional organizations, regional political and economic trends, regional peace and conflicts, and the place of the region in the global system. For economic environment, economic policies, current economy patterns, and major industries are discussed. Under legal environment, major regional trade barriers, investment policies, and intellectual property protection issues are covered. There are also discussions on major current issues.

Professor Dou Weilin

OUTLINE OF CONTENTS

Week 1:	Introduction
Week 2:	External environment of business
Week 3:	Internal environment of business
Week 4:	Political environment facing business
Week 5:	Economic environment facing business
Week 6:	Cultural environment facing business
Week 7:	Social environment facing business
Week 8:	Physical environment facing business
Week 9:	Legal environment facing business
Week 10:	Ethical environment facing business
Week 11:	Technological environment facing business
Week 12:	Global change and challenges of business environment
Week 13:	Discussion with Chinese students