

International Business Research

课程编号: 02814720

授课对象: 研究生

学 分: 2

任课教师: 武常岐

课程类型: 方向必修

开课学期: 2014 春

先修课程: 微观经济学/国际经济学

任课教师联系方式: 办公室: 光华 2 号楼 408 室

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辅导、答疑时间: 周三下午 3-4 点

一、项目培养目标

学习目标 1 系统掌握从事学术研究所需要的专业知识及理论。

具体目标 1、系统掌握本学科基础知识及基本理论

具体目标 2、掌握本学科前沿知识和理论、具有足够的相关领域的知识

具体目标 3、熟练掌握本学科的研究方法

学习目标 2 具有从事创新性研究的能力; 能够撰写并发表高质量的毕业论文和学术论文

具体目标 1、撰写高质量的毕业论文和学术论文

具体目标 2、具有高水平的分析能力和批判思维能力, 能够创造性地解决问题

学习目标 3 具有宽阔的国际视野, 能够与国际学者进行交流、合作的能力。

具体目标 1、具有优秀的口头交流和文字交流能力

具体目标 2、能够熟练地运用至少一门外语进行学术交流与沟通

学习目标 4 了解学术伦理, 具有强烈的社会责任感、关注社会问题

具体目标 1、了解社会责任感的重要性

具体目标 2、了解学术生涯中的学术道德问题

具体目标 3、关注现实社会问题

二、课程概述

Built upon contemporary scholarly work in international economics, economics of multinational enterprises and international business, this course presents a set of tools, concepts, and frameworks that help students to grasp the key research issues in the field of international business and to develop skills that are useful in conducting independent research. The topics include: theories and policies of international trade, multinational enterprises, modes of foreign market entry,

cross-border mergers and acquisitions, international joint ventures, organization of multinational enterprises, global innovation activities.

三、课程目标（包括学生所提高的技能要求），本课程目标如何服务于项目的培养目标

The students learn a number of key concepts useful in understanding theories and tools used to analyse the global strategy of multinational enterprises. After taking this course, students are expected to have a good understanding of the current literature and important issues in the field, to be able to identify interesting research questions and to implement their chosen research in the global strategy area.

四、内容提要及学时分配

Session 1 Introduction to International Business Studies

Part I. International Trade

Session 2 Topic: Theories of International Trade

Session 3 Topic: International Trade and World Business

Part II. Foreign Direct Investment and Multinational Enterprise

Session 4 Topic: Economics of Multinational Enterprises

Session 5 Topic: Foreign Market Entry Strategy

Session 6 Topic: Cross-Border Mergers and Acquisitions

Session 7 Topic: Managing Foreign Subsidiaries

Part III Global Innovation and Knowledge Management

Session 8 Topic: Global Innovation Strategy

Session 9 Topic: Knowledge Management of Multinational Enterprises

Part IV Course Integration

Session 10 Research Proposal Presentation and Discussion

五、教学方式

经典文献阅读、课堂讲授和讨论、研究方案设计。

六、教学过程中 IT 工具等技术手段的应用

Lecture notes will be provided.

七、教材

1. Dunning, John H. and Sarianna M. Lundan, 2008, *Multinational Enterprises and the Global Economy*, 2nd edition, Edward Elgar Publishing.
2. Package of readings.

八、参考书目

1. Forsgren, M. 2008 Theories of the Multinational Firm. A Multidimensional Creature in the Global Economy. Edward Elgar.
2. Wu, Changqi, 2014, Internationalization Strategy of Chinese Enterprise, Theoretical Exploration and Empirical Evidence, in Chinese, Peking University Press.

九、教学辅助材料，如 CD、录影等

十、课程学习要求及课堂纪律规范

Class attendance is required. Absence from class for more than 3 times without prior permission from instructor may lead to the failing grade. Students are also expected to participate actively in discussion on topics covered in the class.

十一、学生成绩评定办法（需详细说明评估学生学习效果的方法）

课堂参与和讨论 40%，研究报告 30%，期末考试 30%