

课程大纲

课程编号： 02814720

授课对象： 管理学博士

课程名称： 国际商务：理论与实证研究 英文名称： **International Business:**

Theory and Empirical Research

周学时/总学时： 3/54

学 分： 3

任课教师： 武常岐

开课学期： 2012 年秋

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： 周一下午 3: 00-4: 00

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, organization of multinational enterprises, international joint ventures, innovation activities and technology transfer.

三、课程目标（包括学生所提高的技能要求）

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 literature and important issues in the field, to be able to identify interesting research questions and to implement their identified 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

Session 4 Topic: International Trade and Investment

Part II. Foreign Direct Investment and Multinational Enterprise

Session 5 Topic: Patterns and Determinants of FDI.

Session 6 Topic: Economics of Multinational Enterprises

Session 7 Topic: Foreign Market Entry Strategy

Session 8 Topic: Global Strategy and Strategy in the Host Country

Session 9 Topic: Managing the Foreign Subsidiary

Session 10 Topic: Government Policy and Foreign Direct Investment

Part III Knowledge Management, Technology Transfer and Licensing

Session 11 Topic: Knowledge Management

Session 12 Topic: Technology Transfer

Session 13 Topic International Licensing

Part IV Course Integration

Session 14 Research Paper Presentation and Discussion

Session 15 Research Paper Presentation and Discussion

Part V Final Examination

五、教学方式

课前阅读、课堂讲授和讨论、研究设计

六、教学过程中 IT 工具等技术手段的应用

Lecture notes will be uploaded to the course web page. Please download the relevant notes and materials and study them before coming to class.

七、教材

1. Caves, Richard, 2007, *Multinational Enterprise and Economic Analysis*, 3rd edition, Cambridge: Cambridge University Press.
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. Krugman, Paul, Maurice Obstfeld, Mark Melitz, 2011, *International Economics*, 9th edition, Addison Wesley.
3. Wu, Changqi, 2011, *Internationalization Strategy of Chinese Enterprise, Theoretical Exploration y and Empirical Evidences*, Peking University Press, forthcoming.

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）

课堂讨论 40%

研究报告 30%

期末考试 30%