



湖北工业大学
HUBEI UNIVERSITY OF TECHNOLOGY

Course Title	Principles of International Business
Course Code	MGMT 2231
Semester	Summer 2025
Course Length	5 Weeks, 60 Contact Hours
Credits	4
Instructor	TBA
Office	TBA
Email	TBA
Prerequisite	N/A

Course Description:

This course provides students with an overview of global business and trade within the framework of today's dynamic business environment. The course also looks at how historical perspectives influence and shape current events. Topics to be covered include globalization, trade theories, governmental influence on trade, cross-national trade agreements, and an introduction to capital markets and foreign exchange. An overview of international business strategies is also provided. The course examines how businesses interact with the cultural, political, ethical, legal, and economic environments of multiple nations. This course uses library research, case studies, and current business events, aiming to equip students with the foundational knowledge necessary to navigate and analyze business operations in a globalized economy.

Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical thinking skills** – Students will engage in creative and/or innovative thinking, and/or inquiry, analysis, evaluation, synthesis of information, organizing concepts, and constructing solutions.
- **Communication skills** – Students will demonstrate effective written, oral, and visual communication.
- **Teamwork** – Students will demonstrate the ability to work effectively with others to support a shared purpose or goal and consider different points of view.
- **Social responsibility** – Students will demonstrate intercultural competency and civic knowledge by engaging effectively in local, regional, national, and global communities.

Student Learning Outcomes:

Upon completion of this course, students will be able to:

- understand the key disciplines of business and how they function in an international context;
- analyze the impact of cultural, political, and economic factors on global business operations;
- evaluate international trade policies, market entry strategies, and risk management techniques;
- demonstrate proficiency in assessing financial and accounting considerations in a global business environment;
- develop effective international marketing and management strategies;
- conduct industry research and analyze trends affecting international business.

Textbooks/Supplies/Materials/Equipment/ Technology or Technical Requirements:

Hill, Charles W.L., and G. Tomas M. Hult. *International Business: Competing in the Global Marketplace*. 14th ed., McGraw-Hill, 2022.

Course Requirements:

Participation and Engagement

Students are expected to contribute to class discussions, engage in group activities, and actively participate in case study analyses.

Quizzes

Quizzes are taken from the readings, including the lecture notes, the text, and class discussions, and from the textbook chapters. The quizzes will consist of conceptual multiple-choice questions. Questions will emphasize understanding and applications of concepts and topics covered in class.

Midterm Exam

The midterm exam will consist of multiple-choice, short-answer, and essay questions covering the first half of the course. Students will be tested on their understanding of core concepts, international business theories, and practical applications of business strategies in global markets.

Group Project: Case Study Analysis

Students will work in teams to analyze an international business case study, identifying key challenges and proposing strategic solutions. This project will require critical thinking and application of theoretical frameworks to real-world business scenarios. The final deliverable will include a written report (3,500–4,000 words) and a professional in-class presentation with a Q&A session.

Research Paper on Global Business Trends

Each student will select a significant trend in international business—such as digital globalization, sustainability, or emerging markets—and conduct thorough research. The paper will analyze the implications of the trend, relevant business strategies, and potential future developments. Proper academic citations and data analysis will be required. The final paper should be between 2,500–3,000 words.

Final Exam

The final exam will be a comprehensive assessment covering all course topics. It will include a mix of multiple-choice, case-based, and essay questions to evaluate students' understanding of international business concepts, strategic decision-making, and the application of theoretical knowledge to practical business scenarios.

Assessments: Activity	Percent Contribution
Participation and Engagement	5%
Quizzes	15%
Midterm Exam	15%
Group Project	15%
Written Report	15%
Presentation	10%
Research Paper on Global Business Trends	15%
Final Exam	25%

Grading:

Final grades will be based on the sum of all possible course points as noted above.

Percentage of available points	Grade
90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
<60	F

Course Schedule:

The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, and major ones provided in writing.

MGMT 2231 Schedule		
Lecture	Topic	Readings
L1	Introduction to Global Business and the International Environment	Ch. 1
	Globalization	
L2	The Role of Culture in International Business	Ch. 4
L3	National Differences in Political, Economic, and Legal Systems	Ch. 2
L4	International Business Ethics, Corporate Social Responsibility and Sustainability	Ch. 5
L5	International Trade Theories and Policies	Quiz 1 Ch. 6
L6	International Business Negotiation and Communication	Ch. 9
L7	The International Monetary System	Ch. 11
L8	Foreign Exchange Markets and Currency Management	Ch. 10
		Quiz 2
L9	Global Market Entry Strategies	Ch. 15
L10	Multinational Enterprises and Business Expansion	Ch. 15
L11	Emerging Markets and Development Strategies	Ch. 15
		Quiz 3
L12	Global Supply Chain and Logistics Management	Ch. 17
L13	International Marketing Strategies	Ch. 18
L14	Midterm Exam	/
L15	Consumer Behavior in Global Markets	Ch. 18

		Quiz 4
L16	Regional Economic Integration and Trade Agreements	Ch. 9
L17	International Accounting and Financial Reporting	Ch. 20
L18	Global Investment and Risk Management	Ch. 18
		Quiz 5
L19	Innovation and Technology in International Business	Ch. 18
L20	International Human Resource Management	Ch. 19
	Research Paper Due	
L21	Leadership and Decision-Making in Global Organizations	Ch. 19
L22	The Role of International Institutions (IMF, WTO, World Bank)	Ch. 14
		Quiz 6
L23	Crisis Management and Business Resilience in Global Markets	Ch. 18
L24	Future Trends in International Business	/
	Group Project Report Submission	
L25	Group Project Presentations	---
	Final Exam	---

Accommodation Statement:

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as he/she is not legally permitted to inquire. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

Academic Integrity Statement

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Other Items:

Attendance and Expectations

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

Assignment Due Dates

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

Make-Up Work

The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

Access, Special Needs and Disabilities

Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.