



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2020

## [Cross-culture Business, 跨文化管理]

Prof. [Yimin Wang], [Shandong University]

### SHORT COURSE DESCRIPTION

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The course provides students with an overview of international business management from strategic perspective, helping them to (1) understand the impact of environmental and cultural differences on transnational management, operations and strategy; (2) understand the basic theoretical framework of international management and international competition.

本课程旨在帮助学生从战略的角度看待和理解公司的跨国经营，主要帮助学生（1）理解环境差异和文化差异对跨国管理、运营和战略产生的影响；（2）了解国际管理、国际竞争的基本理论框架及其新进展

### READING MATERIALS

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1.Christopher A. Bartlett, Paul W. Beamish: Transnational Management: Text and Cases in Cross-Border Management, 8th Edition. Cambridge University Press, 2018.

2.M.E.Porter, The Competitive Advantage of Nations. New York, Free Press, 1990.

3. 国际企业管理（第三版），金润圭，2015，中国人民大学出版社。

The study materials also include four cases (group discussions), which are provided to students only during the teaching process for copyright reasons.

### COURSE REQUIREMENTS AND GRADING

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This course is pass/fail based on the student achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass). According to SKKU regulations, Students are required to attend at least 80% of all classes. Student's final score based upon the following grading percentages:

**class attendance: 20%;**

**team presentation and discussion : 20%;**

**individual case analysis report: 20%;**

**final exam: 40%**

### COURSE SCHEDULE

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#### – WEEK I –

##### Thursday (25 June)

课程介绍：开放创新时代的全球化管理

课堂案例研讨：中美贸易战

##### Friday (26 June)

跨国公司与企业国际化：概念与理论I

（1）国际化的内涵与概念

（2）跨国公司与国际创业

(3) 经典的跨国公司理论

– WEEK II –

Monday (29 June)

跨国公司与企业国际化：概念与理论II

- (4) 新兴跨国公司理论
- (5) 国际竞争与国家竞争优势 “钻石模型”

Tuesday (30 June)

Group presentation 小组主题发表1：海康威视的国际化与超越追赶

Wednesday (1 July)

国际化经营环境：差异与风险I

- (1) 海外经济市场环境：分析与预测
- (2) 政治、法律环境差异与风险管理

Thursday (2 July)

国际化经营环境：差异与风险II

- (3) 文化差异与跨国管理
  - (4) 霍夫斯泰德文化维度理论—权力距离、不确定性的规避、个人主义与集体主义等
- 网络练习：Country Comparison-Hofstede Insights

– WEEK III –

Monday (6 July)

国际化经营战略：管理差异与风险I

- (1) 海外市场进入战略：战略动机、海外目标市场选择、进入模式
- 课堂案例：迪士尼公司的海外市场进入决策

Tuesday (7 July)

国际化经营战略：管理差异与风险II

- (2) 海外市场竞争战略
- (3) 全球股权战略
- (4) 管理跨国合作：全球战略联盟

Wednesday (8 July)

Group presentation 小组主题发表2：申洲国际集团

Thursday (9 July)

跨国公司的组织与控制

- (1) MNEs组织结构及其演变
- (2) 如何培育全球组织能力：MNEs的新型组织结构（全球矩阵、全球网络...）

– WEEK IV –

**Monday (13 July)**

[Group presentation小组主题发表3: TCL国际化: 复盘一个完整的故事]

**Tuesday (14 July)**

跨国跨文化的人力资源管理I

- (1) 全球管理者与驻外管理人员选拔
- (2) 跨文化培训
- (3) 跨文化的激励与领导

**Wednesday (15 July)**

Group presentation小组主题发表4: 中西文化的碰撞与融合—MMG首位母国外派高官的文化适应过程

**Thursday (16 July)**

跨国跨文化的人力资源管理II

- (4) 多元文化团队管理
- 课程回顾、小组总结与答疑

**Friday (17 July)**

Final Exam: 期末考试