

International Business and Internationalization of Chinese firms

1 Course Description

This course aims to deliver some key aspects of international business (IB) knowledge to students with a particular emphasis on Chinese context. Macro-environmental factors in terms of globalization, institutional environment, and culture and their associations with IB are firstly discussed. Then, a few theoretical frameworks related to internationalization and multinational enterprises (MNEs) are briefly reviewed. Intensive discussions on the internationalization of Chinese firms will be conducted after the introduction of international entry mode decision and their determinants.

2 Course Objectives and Requirements

- To understand impacts of environmental forces to international operations;
- To comprehend Hofstede's cultural dimensions and some basic elements of Chinese culture;
- To have a clear understanding of basic theoretical frameworks of internationalization and MNEs;
- To familiarize international entry mode decision and their determinants;
- To capture the progresses, motivation, and characteristics of internationalization of Chinese firms