



East China Normal University
GEC International Summer School

GMS403: Global Business Environment

Term: June 16th to July 18th, 2025

Class Hours: Monday through Friday, 110 minutes each day (2,750 minutes in total)

Instructor: TBD

Home Institution: TBD

Office Hours: TBD

Email: TBD

Course Description

The course is an introduction to international business environment, which focuses on key global business environmental factors and issues that affect firms with international operations. Factors to be investigated include areas such as foreign market entry and the role of multilateral institutions. The main topics covered are: the development of firms with international operations, including multinational enterprises; national differences in the economic, political, cultural, social and legal environments (including a particular focus on doing business in developing and transitional economies); cultural differences and their effects on international business; the operation of foreign exchange markets; international trade policy and the World Trade Organization (WTO); regional economic integration; and the impact of technology.

Prerequisite: None.

Course Objectives

By the end of this course, students will be able to:



1. Understand and analyze current geopolitical challenges and their impact on the global business environment.
2. Identify and evaluate supply chain issues arising from the globalization of economies and their implications for businesses and society.
3. Make informed strategic decisions regarding foreign market entry and understand the role of multilateral institutions in international business.
4. Develop insights into conducting business in key geographic regions, including Europe, Asia, Latin America, Africa, and the Middle East.
5. Assess the influence of cultural, political, and economic factors on business practices in different regions through lectures and classroom discussions.

Recommended Reading

Wild, J. J., & Wild, K. L. (2015). *International Business: The challenges of globalization (8th ed.)*. Harlow: Pearson Education Limited.

Course Hours

The course has 25 class sessions in total. Each class session is 110 minutes in length, for a total of 2750 minutes of in-class time. The course meets from Monday to Friday. ECNU awards 3 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

Attendance

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. ECNU policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.



Grading Policy

ECNU awards grades of A, A-, B+, B, B-, C+, C, D, and F. Most colleges and universities do not award transfer credit for grades of D or F.

In this course, grading will be based on the following:

Participation	10%
Individual Assignments*4	20%
Midterm	35%
Final Exam	35%

General Expectations

Students are expected to:

- Attend all classes and be responsible for all material covered in class and otherwise assigned. Any unexcused absence may impact a student's grade.
- Arrive to class on-time: Late arrivals are disruptive to your fellow students and to the conduct of the class.
- Complete the day's required reading and assignments before class.
- Review the previous day's notes before class; make notes about questions you have about the previous class or the day's reading.
- Refrain from texting, phoning or engaging in computer activities unrelated to class during class (不要用手机). It is highly disrespectful to the professor and to the class.
- Participate in class discussions and complete required written work on time.

Course Schedule

The planned schedule sketched out below may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term.

Week 1

- *Day 1*
 - o *Course Overview*



- *Day 2*
 - o *Globalization*
- *Day 3*
 - o *Political & Legal Environment*
- *Day 4*
 - o *Political & Legal Environment -continued*
- *Day 5*
 - o *Tutorial/Discussion*

Week 2

- *Day 1*
 - o *Global Economy and International Organization*
- *Day 2*
 - o *The Economic Environment*
- *Day 3*
 - o *Cross-Cultural Business*
- *Day 4*
 - o *Technology Differentiation & Innovation*
- *Day 5*
 - o *Tutorial/ Discussion*
 - o *Assignment 1 due*



Week 3

- Day 1
 - o *International Trade and Foreign Exchange*
 - o *China's Investments*
- Day 2
 - o *Tariff Barriers, Regional Trade Alliances*
- Day 3
 - o *Strategy and Global Business*
- Day 4
 - o *Midterm Review Session*
- Day 5
 - o *Midterm*
 - o *Assignment 2 due*

Week 4

- Day 1
 - o *Business in Transitional Markets*
- Day 2
 - o *Corporate Responsibility - Values and Ethics*
- Day 3
 - o *Business in Transitional Markets*
- Day 4
 - o *Regional Economic Integration*
- Day 5



- *Tutorial/Discussion*
- *Assignment 3 due*

Week 5

- *Day 1*
 - *Modes of Market Entry*
 - *Export Processing Zones*
- *Day 2*
 - *Global Issues: World Hunger, Global Warming, Climate Change*
- *Day 3*
 - *Global Issues: Terrorism, Refugees*
- *Day 4*
 - *Tutorial/Discussion*
 - *Final Exam Review Session*
- *Day 5*
 - *Final Exam*
 - *Assignment 4 due*

Academic Honesty

Students are expected to maintain high standards of academic honesty. Specifically, unless otherwise directed by the professor, students may not consult other students, books, notes, electronic devices or any other source, on examinations. Failure to abide by this may result in a zero on the examination, or even failure in the course.