

Syllabus [2025Year 1 Term]

Course Information

Course Title	Overseas Market Development	Credits	3
Course Code	490620-1	Required/Elective (For Undergraduate Courses)	Selective majors
Department or Major	Department of International Business Administration	Language	English
Methods of Teaching		Lecture Room	화1,2,3,4,5,6(국제307)
Time Allotment	Lecture(3) Experiments(0) Trainging & Practice(0) Performance(0) Designing & Planning(0)	Cyber Lectures	
Course Type	offline		

Lecturer

Lecturer	Name	Yeon, Young-chul	Rank	Invited Professor	Final Academic Degree	경영학박사
	Department & college	Department of International Business Administration		Office		
	Office Phone Number	010-3132-7580		e-mail	yycyeon@dankook.ac.kr	
	Field of Interest					

Course Summary

Course Description	<p>Many companies nowadays look for new business opportunities in the global markets. With limited resources, they need to evaluate their own global marketing capabilities and, identify the promising market as a target. The course will help students understand global business environments, selection of target markets and entry modes, business development strategies, and execution of effective marketing activities.</p> <p>We have weekly assignments, and semester term project assignment to apply class topics to a real business-like situation.</p>
Description Related Courses	The principles of marketing, International business management, International marketing, Strategic business management, International market research, Consumer behavior etc.
Course Goals	<p>Students will be able to</p> <ol style="list-style-type: none">1. identify the promising global market2. evaluate global business environments and global business opportunities.

	3. know many options to establish new potential business contacts. 4. select entry mode, develop marketing strategies etc.
Projected Results	Upon completing the course, students will be able to achieve the course goals suggested above.
Percentage of the original language classes(%)	

Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	Introduction, Discussion about Course and project	Understand Course Goal, and Introduction of OMD	강의, 이러닝, 프로젝트기반학습(PBL), PPT, Discussion, Presentation	Weekly homeworks, and Semester Project Assignment
2	International Business, Opportunities, Risks	Key Concepts in Int'l Business. The Opportunities, and Four Risks Small and Medium-Sized Companies	강의, 이러닝, 프로젝트기반학습(PBL), "	"
3	Overseas Market Development Strategies and Global Market Opportunity Assessment	Estimating Demand, Assessing Suitability of Products, Screening Countries to Identify Target Markets	강의, 이러닝, 프로젝트기반학습(PBL), "	"
4	Assessing Industry Market Potential & Market research, Political, Legal System	Market Research, Country Report Data Sources for Estimating Industry Market Potential, Political, Legal System	강의, 이러닝, 프로젝트기반학습(PBL), "	"
5	The Cultural Environment of the Target Market	Culture's Effect in International Business Managerial Implications of Culture Cultural Orientations	강의, 이러닝, 프로젝트기반학습(PBL), "	"
6	Government Support and Intervention	Government Support and Promotion Instruments of Government Intervention	강의, 이러닝, 프로젝트기반학습(PBL), "	"
7	Regional Economic Integration	Advances and Implications of Regional Integration. Regional Economic Blocs	강의, 이러닝, 프로젝트기반학습(PBL), "	"
8	Mid-term exam		강의, 이러닝, 프로젝트기반학습(PBL),	

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
9	Entry Strategy, Export	Managing Export and Import, Advantages, International Payment, Working with Foreign Intermediaries	강의, 이러닝, 프로젝트기반학습(PBL), "	"
10	Importing, Customs, Global Sourcing	Dutiable Status, Rules of Origin, Customs and Tariff, Outsourcing, Contract Manufacturing	강의, 이러닝, 프로젝트기반학습(PBL), "	"
11	Foreign Direct Investment, Collaborative Ventures	Characteristics, Motives of FDI, Types of Collaborative Ventures, Retails in Foreign Markets	강의, 이러닝, 프로젝트기반학습(PBL), "	"
12	Licensing, Franchising, and Other Contractual Strategies	Advantages and Disadvantages of Each Entry Modes	강의, 이러닝, 프로젝트기반학습(PBL), "	"
13	Overseas Marketing Strategies	Brand & Pricing, Advertising, PR, Promotion, Marketing communications	강의, 이러닝, 프로젝트기반학습(PBL), "	"
14	Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Businesses	Ethical Challenges for International Business, Corporate Responsibilities, The Role of Corporate Governance	강의, 이러닝, 프로젝트기반학습(PBL), "	"
15	Final Exam		강의, 이러닝, 프로젝트기반학습(PBL), "	"

Methods of Grading

sequence	Description	Percentage	Details
1	Mid-term Exam	30%	
2	Final-exam	35%	
3	Pop Quizzes	0%	
4	Assignments	20%	
5	Reports	0%	
6	Presentations & Discussions	0%	
7	Attendance	15%	
8		0%	
All		100%	

sequence	Description	Percentage	Details
9	Others	0%	
All		100%	

Core of Value

핵심가치	전공역량	역량정의	역량구분	값(%)
혁신 (Discovery)	창의적문제해결 (Creative problem-solving)	주어진 상황과 문제를 창의적으로 해결할 수 있는 능력	부역량	0%
혁신 (Discovery)	도전 (Challenging)	전공 지식을 새로운 분야와 융합하고 아우를 수 있는 능력		0%
혁신 (Discovery)	지식융합 (Knowledge convergence)	새로운 분야를 개척하거나 도전적으로 임할 수 있는 능력		0%
헌신 (Dedication)	세계시민 (Universal value)	세계 공동체 구성원으로 전공자로서 국제적 이슈에 대응할 수 있는 능력	부역량	0%
헌신 (Dedication)	상호협력 (Cooperation)	공동의 목적 달성을 위해 타인과 상호협력을 할 수 있는 능력		0%
헌신 (Dedication)	공동체 (Sense of community)	공동체의 구성원으로서 필요한 태도와 윤리의식을 가질 수 있는 능력		0%
능동 (self-Determination)	자기주도 (Self-Managing)	주어진 상황과 문제를 주도적이고 능동적으로 해결할 수 있는 능력		0%
능동 (self-Determination)	지식활용 (Knowledge application)	주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력	주역량	0%
능동 (self-Determination)	논리적사고 (Logical thinking)	전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력		0%
능동 (self-Determination)	의사소통 (Articulation)	대화를 통해 다양한 의견을 조율하고 합의를 이끌어 낼 수 있는 능력		0%

Textbook(s) & References

Description	Title	Author	Publisher
Required Textbook	International Business(the New Realities), 5th edition	S.Tamer Cavusgil, Gary Knoght	Pearson

Memo

Group and individual presentation topics will be assigned at class