1. The mission of the College is to serve business and society in the global economy through developing quality and socially responsible professionals and business leaders.

2. The strategic objective of the Department of Business Administration & Institute of International Business is to accumulate professional knowledge from countless sources to cultivate future business leaders with innovative thinking, integrity, and global perspective.

Graduate Program Learning Goals (goals covered by this course are indicated):

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<tr>
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<th>Goal Description</th>
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<tr>
<td>1</td>
<td>Graduate students should be able to communicate effectively verbally and in writing.</td>
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<td>2</td>
<td>Graduate students should solve strategic problems with a creative and innovative approach.</td>
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<td>Graduate students should demonstrate leadership skills and ethics demanded of a person in authority.</td>
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<td>4</td>
<td>Graduate students should possess a global economic and management perspective.</td>
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<td>5</td>
<td>Graduate students should possess the necessary skills and values demanded of a true professional.</td>
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Instructor: Dr. Hsin-Hui Chou  
Office Hours: By appointment  
Email: hhchou@mail.ncku.edu.tw  
Tel: 06-2757575 ext. 53319

Prerequisite:  
Marketing Management

Course Description:  
The course acts as a good platform for discussing critical issues in B2B contexts. A fundamental notion underpinning this course is that business marketing is something which takes places between a supplier and each of its customers, rather than something which a supplier does to its customers.

Course Objectives:  
The course design centres on the concept of business interaction, within which both supplier and customer try to solve their respective problems by dealing with each other through developing business relationship. Built on this concept, students need to present and discuss their understandings towards the critical issues in B2B contexts.

Content Summary:  
- Business-to-business markets and marketing I (Date: 7th March)
- **Reading:**

**Business-to-business markets and marketing II (Date: 14th March)**
- The interaction and networks approach; market forms; markets-as-networks
- **Reading:**
- **Group Assignment I:** A business actor’s network (presenting on 21st March)

**Group presentations and discussion I (Date: 21st March)**

**B2B special issue: Relationships and their dynamics (Date: 28th March)**
- The function of relationships; relationship development/life-cycle; relationship ending/termination
- **Reading:**
- **Group Assignment II:** A real-life story of relationship ending or reactivation (presenting on 25th April)

**B2B special issue: Marketing strategy I (Date: 11th April)**
- Approaches to strategy; an interaction perspective on strategy; network position
- **Reading:**

**B2B special issue: Marketing strategy II (Date: 18th April)**
- Value creation; value capture; competition, cooperation and coopetition
- **Reading:**
- **Group Assignment III:** A real-life story of coopetition in business interaction (presenting on 16th May)

**Group presentations and discussion II (Date: 25th April)**
B2B special issue: Service-dominant logic in business markets (Date: 2nd May)
- G-D vs. S-D logic; value co-creation; a service perspective on relationships
- Reading:

B2B special issue: Technology in business networks (Date: 9th May)
- Types of technology; the impact of technology on business marketing; path-dependence; the 4R model
- Reading:

Group presentations and discussion III (Date: 16th May)

B2B special issue: Innovation and capabilities (Date: 23rd May)
- Exploration vs. exploitation; dynamic capabilities; technology-based business nets
- Reading:

B2B special issue: Sense-making in business networks (Date: 30th May)
- Sense-making; network theory; network pictures; implications of cognition and sense-making
- Reading:

B2B special issue: B2B branding (Date: 6th June)
- B2B branding; co-branding; brand value
- Reading:

B2B special issue: Qualitative research methods for studying business networks (Date: 13th June)
- Case study; time and temporality; connectedness and embeddedness; process
- Reading:

B2B special issue: Relationship portfolios and key account management (Backup)
- Principles of portfolio management; classifying relationships; key account management (KAM)
- Reading:

B2B special issue: Guanxi in business markets (Backup)
- Guanxi vs. relationship marketing; benefits of guanxi; the impact of guanxi
- Reading:

References:

Grading Policy:
Participation including in-class interaction 30%
Article reading and presentation 30 %
Group Assignment 40%

Grading Policy for AACSB Multiple Assessment:

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