

MGMT 4400 – International Business Fall 2012 – section 1

Instructor: Dr. Verl Anderson Office: UHB 346 ph. 652-7840 email: verl@dixie.edu
Class: UHB 243 – MWF 8:00-8:50 Office hours: Mon, Tues, Wed, Thurs 10:30-12:00
Text: Peng, Global South-Western Cengage. ISBN: 978-0-324-56070-1

About the Course - Overview course to expose you to various political, socio-economic, cultural, and legal environments in which international business strategies are developed and to which their operations are subject. Analyzed are various factors that have an impact on managerial effectiveness and operational success, such as demographics, culture, religion, consumer behavior, consumption patterns, language, technology, economic infrastructure, social-political systems, etc. Efforts are made to integrate knowledge from other classes--such as marketing, finance, management, strategic planning -- into the international management equation.

This course obligates you to an active participation in activities in and out of class. To ensure an understanding of the importance and complication of international operations in a rapidly changing environment, it combines methods of group/class discussion and group projects in a participatory learning framework.

Course Objectives - A goal for International Business is to address cultural diversity and globalization. To meet this goal, this course will address the following objectives, and by the end of the course, you will be able to:

Diversity and Globalization

- Identify cultural differences and examine how these differences influence cross-cultural understanding and conflict.
- Recognize and evaluate the implications of various social structures and the ways people are grouped by such characteristics as status, race, ethnicity, gender, and sexual orientation
- Identify and analyze sources of cultural bias and prejudice in our everyday life and develop ways to reduce these and other forms of biases and prejudices.
- Describe and analyze the concepts of globalization and transnationalism in order to evaluate the interdependent nature of the world we live in.

Global Perspectives

- Examine and critique information and argument related to substantive problems that have a global dimension.
- Demonstrate the ability to develop informed judgments about global issues.
- Synthesize and balance information in developing appropriate evidence-based conclusions about global issues.

Cultural Perspectives

- Demonstrate an ability to analyze differences and similarities within (or) across cultures.
- Examine the role of social factors, e.g., race, gender, ethnicity, class, sexual orientation, religion, etc., in shaping social interaction, cultural worldviews, and individual identity.
- Demonstrate an understanding of the interconnectedness of society, culture and individual identity.

Grading:

3 exams @ 100 points	300 points	A = 92+%	A- = 90+%
2 short papers (75 points @)	150 points	B = 82+%	B- = 80+%
Project—final presentation	50 points	C = 70+%	D = 60+%
<i>Total</i>	<i>500 points</i>		

You are required to attend all classes. You have the opportunity/responsibility to make this class either exciting or boring. Class roll will be taken. 2 points will be deducted for missing class.

Exams: *The exams will be available in the Testing center. They are open-book format.*

Country Experts: Our study method will be a seminar-based method grounded in student research and discussion. Either by yourself or with a partner develop two short papers (4-6 pages) as they relate to your assigned country. Papers to be typed/double-spaced with bibliographies. You will also make a final oral presentation to class. They should be well presented, not read, complete with support materials (slides, food, games, costumes, customs, etc.)(15-20 minutes). Generally we will have three presentations per class.

The grading for this paper/presentation will be as follows: Content 15 points; Delivery 15 points; Professional Dress 10 points; Other (can include power point presentation, handouts, wise use of presentation time, or just general) 10 points; Paper 25 points (Submitted after due date receive point reduction)

[Due dates:]

1. Political, Historical, Economy – Due September 19th
2. Cultural Environment – Due October 24th

Schedule and Assignments

Aug 20	Introduction
Aug 22	Chap 1 –Globalizing Business; McDonalds video (sign up for Country Presentations)
Aug 24	Chap 2 – Understanding Politics, Laws, & Economics; Chapter 3 – Emphasizing Cultures, Ethics, & Norms
Aug 27/29	Paper 1 Presentations
Aug 31	Spend this time researching the country you will be presenting for your project.
Sept 3	Holiday – no class
Sept 5 / 7 / 10 / 12 / 14 / 17 / 19	Paper 1 Presentations - Paper 1 due September 19 th
Sept 21	Manager’s Hot Seat Video – Japanese; lecture on Hofstede’s Model of National Culture (sign up for Country Presentations— Cultural & Business Environments)
Sept 24	US Cultural Values lecture Zawambia exercise
Sept 26	Exam 1 (chapters 1, 2, 3, 4) Take exam in the testing center.
Sept 28	No class today – work on your paper/presentation #2
Oct 1	Video: Cultural Environment of International Business Chapter 4 – Leveraging Resources & Capabilities
Oct 3 / 5 / 8 / 10	Paper 2 – presentations Chapter 5 – Growing and Internationalizing the Firm
Oct 12	Semester break – no school
Oct 15 / 17 / 19 / 22 / 24	Paper 2 – Presentations - Paper 2 due October 24 th
Oct 26	Exam 2 (chapters 5, 6, 7, 8) Take exam in the testing center.
Oct 29	Video: Is America #1? Chapter 11 – Making Alliances & Acquisitions
Oct 31	Chapter 12 – Strategizing, Structuring, & Learning Around the World; International Ethics case – Burma article; clothespins During last 20 minutes of class time today with a partner, devise an advertising strategy for a product for a country.
Nov 2	No class today – work on your paper/presentation #3
Nov 5	Present your Ad strategy to the class. (sign up for Final Country Presentations)
Nov 7 / 9 / 12 / 14 / 16 / 19	Country Presentations
Nov 21 - 23	Holiday – no class
Nov 26 / 28 / 30	Country Presentations
Dec 3 / 5	Country Presentations
Fri, Dec 7	We will use this time to complete any Country Presentations not finished
	Exam 3 (chap 9, 10, 11, 12, 13, 14) (Permitted: one 8 1/2 x 11 page “cheat sheet”) Final Exam: You may take the final exam anytime from December 7-December 14 in the testing center.