

MGMT 4400 – International Business Fall 2013 – 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:

4 exams @100 points	400 points	A = 92+%	A- = 90+%
5 presentation (20 pts @).	100 points	B = 82+%	B- = 80+%
7 discussions (20 pts @).	140 points	C = 70+%	D = 60+%
<i>Total.</i>	<i>640 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.

Discussion Assessment Criteria:

Active participation: 20points Semi-participation (2-3 comments): 10 points
Little-participation (1 comments): 5 points Absent: 0 point

Schedule and Assignments

Aug 19	Introduction
Aug 21 & 23	Chapter 1 – Globalizing Business
Aug 26	Discussion questions
Aug 28	McDonalds Video
Aug 30	Case study
Sept 2	<i>Holiday – no class</i>
Sept 4 & 6	Lecture: Environment including politics, law, culture, economy, ethics
Sept 9 & 11	Discussion -Risks you will make in the foreign market, The assessment of the environment, How to avoid those risks?
Sept 13	Case study - consultants to Zawambia
Sept 16	Exam 1 (chapters 1, 2, 3, 4) Take exam in the testing center.
Sept 18	Lecture: International trade- what should know (e.g. there are two Chinas, definitions, why do people do international trade, explain very important definitions)
Sept 20	Discussion – Free trade (NAFTA, China/USA- which do you support that free trade)
Sept 23 & 25	Presentations: Find out imports/exports of USA, Japan, European Union or Bricks: China, Brazil, Russia, India, South Africa (groups of 2-3 for each topic)
Sept 27	Presentations: What we can get from the free trade areas (NAFTA, EU) (groups of 2-3 for each topic)
Sept 30	Lecture – FDI, Export explain, licensing, joint partnerships, indirect investment
Oct 2	Discussion – why/when choose each
Oct 4	Exam 2 (chap 5, 6, 7, 8) Take exam in the testing center.
Oct 7	Lecture – Growing internationally. Entrepreneurship abroad, Corporation expansions, franchising
Oct 9	Discussion: how/why/when/what; Lecture- International marketing– entering specific countries , how to divide the international market, sales chanel, distribution chanel, including advertisement
Oct 11	Semester Break
Oct 14	Video (cultural environment video)
Oct 16 / 18 / 21 / 23	Presentations: Entering specific countries (individual)
Oct 25 / 28 / 30	Presentations: Entering specific countries (individual)
Nov 1 / 4 / 6 / 8	Presentations: Entering specific countries (individual)
Nov 11	Lecture – Making alliances and acquisitions
Nov 13	Discussion – When do we do alliances, when acquisitions, what challenges? Small business—which way would you choose, and why& Ethics questions
Nov 15	Case study
Nov 18	Exam 3 (chapters 9, 10, 11) Take exam in the testing center.
Nov 20	Lecture – Strategizing & Structure
Nov 22 / 25	Presentations: do research on famous/most popular companies and how they structure Large corporations
Nov 27 / 29	<i>Thanksgiving Holiday – No class</i>
Dec 2	Lecture – Managing Human Resources Discussion – expatriates, host country nationals, nationals – pros/cons
Dec 4	Presentations – Social responsibilities – learn from bad cases
Dec 6	Final Exam 4 (chap 12, 13, 14) (Permitted: one 8 1/2 x 11 page “cheat sheet”) Take exam in the testing center.