

MGMT 4400 – International Business

Course Syllabus – Spring 2010 – section 1

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Office hrs: M-Th 10-12 Class: Hazy 219 10:00-10:50 M,W,F
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 - By term's end you should be able to:

- ∞ Comprehend basic theories & subject matters in the field of international business and management;
- ∞ Demonstrate knowledge of international cultural, socio-economic, and political environments, and their impact on business strategies and operations;
- ∞ Develop understanding of issues and problems commonly faced by management in international operations;
- ∞ Increase capabilities in problem-analyzing and solving through a hands-on project.

Class Participation and Attendance Policy

Much of this class will be interactive participation. The general course objective is to help you understand the nature of international business and working in a global society. International Business is an exciting and challenging subject . . . it's about people, marketing, and the global marketplace itself.

Remember, "I listen, I forget. I see, I remember. I do, I understand." The purpose of this course is to create a continuous dialogue among ourselves about international business. To allow this to happen, lectures will occur only occasionally. You will be responsible for obtaining material from the text on your own, but the class should bring what you have learned to life.

Attendance - One of the important principles of management is professionalism. Because of the presentation by your fellow students, professional courtesy should be extended to them. It is quite frustrating for presenters to have half the audience present, or to join during a presentation. To encourage this professionalism, for this class we will help by providing an inducement (hate to have to do this, but past experience shows it is necessary). The class roll will be passed out at 10:00 and collected at 10:05. If you are not present by 10:05, 2 points will be deducted from your overall grade for each day you are not present by the assigned time.

Grading:

3 exams @100 points	300 points	A = 92+%	A- = 90+%
2 short papers (75 points @).	150 points	B = 82+%	B- = 80+%
Project—final presentation50 points	C = 70+%	D = 60+%
Total.	500 points		

You are required to attend all classes. You have the opportunity/responsibility to make this class either exciting or boring.

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). Since we currently have 39 students in the class (as of January 5, 2010) we will have to pay strict attention to the time limits for presentations. Generally we will have three-four presentations per class hour.*

The grading for this paper/presentation will be as follows: **Content** (up to 15 points); **Delivery** (up to 15 points); **Business Professional Attire** (up to 10 points)—means business professional dress (for men: slacks, shirt, tie; for women: blouse & skirt, or pants suit); **Other** (can include power point presentation, handouts, wise use of presentation time, or just general) (up to 10 points); **Paper** – (up to 25 points)

[Due dates:]

1. Political, Historical, Economy – Due February 12th
2. Cultural Environment – Due March 29th

“Proper documentation of a disability is required in order to receive services or accommodations. Any student eligible for and requesting reasonable academic accommodations due to a disability must provide a letter of accommodation to their professor from the Disability Resource Center within the first two weeks of the beginning of classes. Please contact the Center on the main campus to follow through with the documentation process. We are located in the Student Services Center Room #201, or you may call for an appointment and further information regarding the Americans with Disabilities Act (ADA) at 652-7516.”

Schedule and Assignments

Mon, Jan 11	Introduction
Wed, Jan 13	Chap 1 –Globalizing Business; McDonalds video (sign up for Paper 1 Country Presentations)
Fri, Jan 15	Spend this time researching the country you will be presenting for your project.
Mon, Jan 18	Holiday – no class
Wed, Jan 20	(Assign 1&2-due Today) (1) Search the Web for a product available in another country that you would like to buy—you can just print out the Web page. (2) Determine “country of origin” for a large purchase you recently made. Chap 2 – Understanding Politics, Laws, & Economics; Chapter 3 – Emphasizing Cultures, Ethics, & Norms
Fri, Jan 22	Paper 1 Presentations
Mon, Jan 25	Paper 1 Presentations
Wed, Jan 27	Paper 1 Presentations
Fri, Jan 29	Paper 1 Presentations
Mon, Feb 1	Paper 1 Presentations
Wed, Feb 3	Paper 1 Presentations
Fri, Feb 5	Paper 1 Presentations
Mon, Feb 8	Paper 1 Presentations
Wed, Feb 10	Paper 1 Presentations
Fri, Feb 12	Paper 1 Presentations – Paper 1 due
Mon, Feb 15	Holiday – no class
Wed, Feb 17	Manager’s Hot Seat Video – Japanese; lecture on Hofstede’s Model of National Culture
Fri, Feb 19	US Cultural Values lecture Zawambia exercise

Mon, Feb 22	Video: The Cultural Environment of International Business Chapter 4 – Leveraging Resources & Capabilities (<i>sign up for Country Presentations— Cultural & Business Environments</i>)
Wed, Feb 24	Exam 1 (chapters 1, 2, 3, 4) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
Fri, Feb 26	Paper 2 – presentations Chapter 5 – Growing and Internationalizing the Entrepreneurial Firm
Mon, Mar 1	Paper 2 – presentations
Wed, Mar 3	Paper 2 – presentations Chapter 5 – Trading Internationally
Fri, Mar 5	Paper 2 – Presentations Chapter 6 – Investing Abroad Directly
Mon, Mar 8	Semester break – no school
Wed, Mar 10	Semester break – no school
Fri, Mar 12	Semester break – no school
Mon, Mar 15	Paper 2 – Presentations Chapter 7 – Dealing with Foreign Exchange (Assignment 4) due Wednesday Money exchange exercise handed out in class
Wed, Mar 17	Paper 2 – Presentations
Fri, Mar 19	Paper 2 – Presentations
Mon, Mar 22	Paper 2 – Presentations Chapter 8 – Capitalizing on Global & Regional Integration
Wed, Mar 24	Exam 2 (chapters 5, 6, 7, 8) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
Fri, Mar 26	Paper 2 – Presentations Chapter 9 – Growing & Internationalizing the Entrepreneurial Firm
Mon, Mar 29	Paper 2 – Presentations Chapter 10 – Entering Foreign Markets – Paper 2 due
Wed, Mar 31	Video: Is America #1? Chapter 11 – Making Alliances & Acquisitions
Fri, Apr 2	Chapter 12 – Strategizing, Structuring, & Learning Around the World; International Ethics case – Burma article; clothespins (Assignment 5 - due Mon, Apr 5th) During last 20 minutes of class time today with a partner, devise an advertising strategy for a product for a country. You may take a product that you know well (a local product is particularly good).
Mon, Apr 5	Present your Ad strategy to the class. (<i>sign up for Final Country Presentations</i>)
Wed, Apr 7	Country Presentations Chapter 13 – Managing Human Resources Globally
Fri, Apr 9	Country Presentations Chapter 14 – Managing Corporate Social Responsibility Globally
Mon, Apr 12	Country Presentations
Wed, Apr 14	Country Presentations
Fri, Apr 16	Country Presentations
Mon, Apr 19	Country Presentations
Wed, Apr 21	Country Presentations
Fri, Apr 23	Country Presentations
Mon, Apr 26	Country Presentations
Wed, Apr 28	Country Presentations
Mon, May 3	Exam 3 (chap 9, 10, 11, 12, 13, 14) (Permitted: one 8 1/2 x 11 page “cheat sheet”) Final Exam time: (10:00-11:00 am) We will also use this time to complete any Country Presentations not finished. (schedule not published at time of syllabus construction, so not sure of date.)

