

MGMT 4400 – International Business

Fall 2013

Instructor: Ron Wade (MBA-Intl Business)

Class: UHB 243 – TH 8 PM – 10:30 PM Office hours: by appointment email: rwade@dixie.edu
Text: Peng, Global
South-Western Cengage. ISBN: 978-0-324-56070-1

About the Course - Overview course to expose you to various economic, political, social, 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 business success, managerial effectiveness and operational efficiencies (i.e. 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 requires active participation in and out of class. It combines methods of group/class discussion and group projects in a participatory learning framework.

Course Objectives - to learn the basics of how to conduct business globally.

Grading:

4 exams @50 points	200 points	A = 92+%	A- = 90+%	B+ = 86+%
2 presentations @ 20 pts.	40 points	B = 82+%	B- = 80+%	C+ = 76+%
Group Project @ 100 pts.	100 points	C = 70+%	D = 60+%	
10 Class Participation @ 10 pts.	<u>100 points</u>			
Total.	440 points			

You are required to attend all classes. Class roll will be taken. 5 points will be deducted for missing class, unexcused.

Class Participation Assessment Criteria:

Active participation: 10 points	Semi-participation (2-3 comments): 7 points
Little-participation (1 comments): 5 points	Absent: 0 point

Schedule and Assignments

08/22/13	Class Introduction & General International Business Discussion
08/29/13	Chapter 1 – Globalizing Business Chapter 2 – Understanding Politics, Laws & Ethics Guest Speaker: Project Details Presented
09/05/13	Chapter 3 - Emphasizing Cultures, Ethics & Norms Chapter 4 – Leveraging Resources & Capabilities
09/12/13	Guest Speaker: Doing Business in China Exam 1 (chapters 1, 2, 3, 4)
09/19/13	Chapter 5 – Trading Internationally Chapter 6 - Investing Abroad Directly Class Presentations
09/26/13	Chapter 7 – Dealing with Foreign Exchange Chapter 8 – Capitalizing on Global & Regional Integration Class Presentations
10/03/13	Guest Speaker: Global Topic Exam 2 (chapters 5, 6, 7, 8)
10/10/13	Fall Break
10/17/13	Chapter 9 – Growing & Internationalizing the Entrepreneurial Firm Chapter 10 - Entering Foreign Markets
10/24/13	Chapter 11 – Making Alliances & Acquisitions Work Exam 3 (chapters 9, 10, 11)
10/31/13	Chapter 12 - Strategizing, Structuring & Learning Around the World Chapter 13 – Managing Human Resources Globally Chapter 14 - Managing Corporate Social Responsibility Globally
11/07/13	Case Studies Exam 4 (chapters 12, 13, 14)
11/14/13	Project Presentations
11/21/13	Project Presentations
11/28/13	Holiday – no class
12/05/13	Case Studies
12/12/13	Final Exam