

# MGMT 4400 – International Business

Course Syllabus – Summer 2012 – May 31 – July 22

**Instructor: Dr. Verl Anderson** Office: UHB 346 ph. 652-7840 email: [verl@dixie.edu](mailto:verl@dixie.edu)

Class: ~~UHB 129~~ 11:00-12:50 Tues/Wed/Thurs

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 such as demographics, culture, religion, consumer behavior, consumption patterns, language, technology, economic infrastructure, social-political systems, etc. Efforts are made to integrate knowledge learned in 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 importance and complication of international operations in a rapidly changing environment, it combines methods of class discussion & group projects in a participatory learning framework.

## Course Objectives

- ∞ Basic theories, models, and subject matters in the field of international business and management;
- ∞ Demonstrate knowledge of international cultural, socio-economic, and political environments;
- ∞ Understanding of issues/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.

**Grading:** (500 points possible)

3 exams @100 points . . . . .	300 points	A = 92+%	A- = 90+%
2 short papers (75 points @). . . . .	150 points	B = 82+%	B- = 80+%
Final project . . . . .	50 points	C = 70+%	D = 60+%

*You are required to attend all classes. Two assignments are in the syllabus. They receive no points, but 10 points will be subtracted for each one not completed on time. Attendance required. If you are not present, 3 points will be deducted from total points.*

**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 (3-6 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.)(20-25 minutes).*

[Due dates:]

1. Political, Historical, Economy – Due June 14<sup>th</sup>
2. Cultural Environment – Due July 3<sup>rd</sup>

## Schedule and Assignments

<i>Date</i>	<i>Contents</i>
May 29 – Tues	Syllabus distributed
May 30 – Wed	Chap 1 - Strategizing Around the Globe; McDonalds video
May 31– Thurs	Chap 2 - Managing Industry Competition (Assign 1 & 2 - due Today) (1) Search the Web for a product available in another country that you would like to buy— print out the Web page. (2) Determine “country of origin” for a large purchase you recently made.
Jun 5 – Tues	<i>No formal class today. Work on your paper 1 presentations</i>
Jun 6 – Wed	Chapter 4 – Emphasizing Cultures, Ethics, & Norms.
Jun 7 – Thurs	Paper 1 Presentations
Jun 12 – Tues	Paper 1 Presentations -- In-class assignment (p.39) Video: EuroDisney
Jun 13 – Wed	Paper 1 Presentations Chap 3 - Leveraging Resources and Capabilities;
Jun 14 – Thurs	Paper 1 Presentations
Jun 19 – Tues	<b>Exam 1</b> (chapters 1, 2, 3, 4) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
Jun 20 – Wed	Paper 2 - Presentations
Jun 21 – Thurs	Paper 2 - Presentations Chap 5 - Growing and Internationalizing the Entrepreneur
Jun 26 – Tues	Chap 6 - Entering Foreign Markets,
Jun 27 – Wed	Chap 7 - Making Strategic Alliances and Networks Work; Chap 8 - Managing Global Competitive Dynamics Videos: Global Cola Wars (14)
Jun 28 – Thurs	Paper 2 - Presentations
Jul 3 – Tues	Paper 2 - Presentations <b>Exam 2</b> (chapters 5, 6, 7, 8) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
Jul 4 – Wed	<i>Fourth of July Holiday. No class.</i>
Jul 5 – Thurs	Chapters 9, 11, 12 – Strategizing Around the World
Jul 10 – Tues	<b>Exam 3</b> (chapters 9, 10, 11, 12) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
July 11 – Wed	Country Presentations
Jul 12 – Thurs	Country Presentations
Jul 17 – Tues	Country Presentations
Jul 18 – Wed	Country Presentations
July 19 – Thurs	<b>Exam 3</b> (chapters 9, 10, 11, 12) (Permitted: one 8 1/2 x 11 page “cheat sheet”)