

MGMT 4400 – International Business

Course Syllabus – Summer 2011 – May 31 – July 22

Instructor: Dr. Verl Anderson Office: UHB 346 ph. 652-7840 email: verl@dixie.edu

Class: UHB 243 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 21st
2. Cultural Environment – Due July 5th

Schedule and Assignments

<i>Date</i>	<i>Contents</i>
May 31 – Tues	Syllabus distributed
Jun 1 – Wed	Chap 1 - Strategizing Around the Globe; McDonalds video
Jun 2 – 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 7 – Tues	<i>No formal class today. Work on your paper 1 presentations</i>
Jun 8 – Wed	Chapter 4 – Emphasizing Cultures, Ethics, & Norms.
Jun 9 – Thurs	Paper 1 Presentations
Jun 14 – Tues	Paper 1 Presentations -- In-class assignment (p.39) Video: EuroDisney
Jun 15 – Wed	<i>No formal class today.</i>
Jun 16 – Thurs	Paper 1 Presentations Chap 3 - Leveraging Resources and Capabilities;
Jun 21 – Tues	Paper 1 Presentations
Jun 22 – Wed	Exam 1 (chapters 1, 2, 3, 4) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
Jun 23 – Thurs	Paper 2 - Presentations
Jun 28 – Tues	Paper 2 - Presentations Chap 5 - Growing and Internationalizing the Entrepreneurial Firm
Jun 29 – Wed	Chap 7 - Making Strategic Alliances and Networks Work; Chap 8 - Managing Global Competitive Dynamics Videos: Global Cola War
Jun 30 – Thurs	Paper 2 - Presentations
Jul 5 – Tues	Paper 2 - Presentations Exam 2 (chapters 5, 6, 7, 8) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
Jul 6 – Wed	Chapters 9, 11, 12 – Strategizing Around the World
Jul 7 – Thurs	Country Presentations
Jul 12 – Tues	Exam 3 (chapters 9, 10, 11, 12) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
July 13 – Wed	Country Presentations
Jul 14 – Thurs	Country Presentations
Jul 19 – Tues	Country Presentations
Jul 20 – Wed	Exam 3 (chapters 9, 10, 11, 12) (Permitted: one 8 1/2 x 11 page “cheat sheet”)
July 21 – Thurs	<i>Overflow time for Country Presentations</i>