

**MORAVIAN COLLEGE**  
**MANAGEMENT 333**  
**International Issues in Management**  
**Spring 2006**

**Instructor:** Dr. James P. West, Professor – Economics & Business Department

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**Office Hours:** TTH 9-10:00; W 1:30-3:30; or by appointment.

**Required Texts:** **Global Business Today 4<sup>th</sup> Ed.** by Charles W. L. Hill, Irwin McGraw Hill Publishers, New York, 2006.

Course Software and Websites as assigned; The Wall Street Journal

**Course Description:** Examines issues in international business and management from a world system perspective, and the development of management as it both influences and is influenced by a multinational network of organizations, governments, and business enterprises. The course focuses on the theory and practice of global management requiring a perspective compatible with the changing nature of international relations.

**Goals of the Course:**

- The overarching goal of this course in International Management is to provide a comprehensive view of contemporary management and business theory and practice in a global economy.
- Students will gain an appreciation of environmental analysis, cultural diversity as it affects management, strategic decision making, and functional management of organizations in an international context.
- Students will explore issues of economic and political risk in operating across and within global borders. The material complements an international trade and politics courses.
- The course will address in considerable detail cultural diversity and implications with particular regard for international communications, negotiations and labor relations.
- Case study and research methods will be introduced and utilized in analyzing the complex and integrative nature of issues in determining goals and methods of achieving goals.
- Students will learn to keep current with international social, political and economic issues, survey cultural forces and how and why they are relevant for those managing international operations.

<b><u>Grading and Attendance Policy:</u></b>	Term Exam I	= 20%
	Term Exam II	= 20%
	Term Exam III	= 20%
	Class Grade	= 20%
	Course Project	= 20%
	<b>Total</b>	<b>100%</b>

As an upper-level class this course is designed to generate group discussion and regular attendance is expected and will be weighed in for the course grade. Policies regarding academic honesty as specified in the College handbook will be strictly enforced. The course syllabus is subject to change with notice.

**Course Project:** The course project requires the student to complete a strategic analysis and business plan for their own international business venture under the general heading of, “The Challenge of International Management”. The power-point /paper presentation may address competitive challenges to your industry or company, benchmarking with global competitors, country evaluation and selection, along with international management issues you might anticipate. Inclusion of cultural, social, economic, or political impacts could be included as well.

Presentations will begin on the week of April 11. Final projects must be submitted by April 25. The details of this project will be discussed further in class. Please make two copies (one for me to keep).

### **Class Assignments for International Management**

#### **Week of:**

01/17 Globalization; Gaining a Global Perspective. Chapter 1 Text.

01/24 Country Differences in Political Economy. Chapter 2 Text.

01/31 Differences in Culture, Chapter 3 Text

02/07 Ethics in International Business, Chapter 4 Text

02/14 Test 1 – Chapters 1-4. Trade Theory C.5

02/21 The Political Economy of International Trade, FDI, Chapters 6 & 7

02/28 Global Economic Environment: Integration, Exchange and Institutions Chapters 8,9,10.

03/06 No class – Spring Break

03/13 Review Test 2 (Chapters 5-10)

03/20 International Business Strategy, Chapter 11.

03/27 Entering Foreign Markets; Export, Import and Counter trade, C. 12 & 13.

04/04 Global Production, Outsourcing and Logistics, C. 14

04/ 11 Global Marketing and R & D, Chapter 15 Text

04/18 Global Human Resource Management, Chapter 16

04/25 Globalization reconsidered. Review for Final Exam.

05/01-05/06 Final Exams