

MORAVIAN COLLEGE
Management 333 –International Issues in Management
Course Syllabus – Spring 2007

Instructor: Dr. James West
Professor of Economics and Business

Comenius Hall – Room 215

Telephone: 610.861.1381

e-mail: westj@moravian.edu

Office Hours: T 9-10, W 1-3, Th 9-10 or by appointment

Required Text: International Business: The Challenges of Globalization, 3rd edition, by John Wild, Kenneth Wild and Jerry Han, Pearson Prentice Hall Publishers, 2006.

Recommended:

Course Software and Websites as assigned; The Wall Street Journal

Course Description: Mgmt 333 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.

Grading and Attendance Policy:

Term Exam I	20%
Term Exam II	20%
Term Exam III	20%
Final Exam	20%
Course Project & Class Grade	20%
Total	100%

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 an existing or their own international business venture under the general heading of, “The Challenge of International Management”. The power-point /paper presentation should address competitive challenges to your industry or company, benchmarking with global competitors, mode of entry and 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 17. Final projects must be submitted by April 26. 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

Class Schedule

- 1/16 The Global Business Environment – Chapter 1 Text
- 1/18 Cross-cultural Business – Chpt 2
- 1/23 Economics and Political Environments – Chpts 3 & 4
- 1/25 Test 1: Chapters 1-4
- 1/30 Issues in International Management: Marketing – Chpt 14
- 2/1 Marketing continued
- 2/6 Issues in International Management: Operations – Chpt 15
- 2/8 Operations continued
- 2/13 Issues in International Management: Human Resources –
Chpt 16

- 2/15 Human Resources continued
- 2/20 Issues in International Management: Accounting - Chpt 15 +
- 2/22 International Accounting continued
- 2/27 Issues in International Management: Finance – Chpt 9
- 3/1 International Finance continued
- 3/6 Spring Break
- 3/8 Spring Break
- 3/13 Review of International Management Issues
- 3/15 Test 2 Chapters 14, 15,16 plus class notes
- 3/20 International Strategy and Organization – Chapter 11
- 3/22 Strategy continued
- 3/27 Analyzing International Opportunities – Chapter 12
- 3/29 Analyzing Opportunities continued
- 4/3 Selecting and Managing Entry Modes – Chapter 13
- 4/5 Modes of Entry continued
- 4/10 Review Chapters 11-13
- 4/12 Test 3: Chapters 11-13
- 4/17 Issues in Global Economics: Trade - Chpt 5; Presentations
- 4/19 Issues in Global Economics: Business/Govt - Chpt 6;
Presentations
- 4/23 Issues in Global Economics: Foreign Direct Investment-
Chpt. 7; Regional Integration Chpt. 8; Presentations
- 4/26 Issues in Global Economics Review; Presentations. Last
Class.

Final Exams