

**MORAVIAN COLLEGE**  
**Management 333 –International Issues in Management**  
**Course Syllabus – Fall 2009**

**Instructor: Dr. James West**  
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Office Hours: M 9-10; 10:30-11:30; T 9-10; W 9-10; 10:30-11:30;  
or by appointment

**Required Text:** Global Business Today, 6<sup>th</sup> Edition, by Charles W.L.Hill, McGraw-Hill Irwin Publishers, c. 2009. ISBN 978-0-07-338139-8

**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	30%
Course Project & Class Grade	30%
<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 an economic, industry and business for an international business venture under the general heading of, “The Challenge of International Management”. The power-point /paper presentation could address competitive challenges to your industry or company, benchmarking with global competitors, mode of entry and country evaluation and selection, along with international management specific to a functional area e.g. human resources, finance, marketing. Cultural, social, economic, or political impacts could be included as well. Presentations will begin on the week of November 3. Final projects must be submitted by December 1. 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**

August 31 What is ‘Globalization’ –Chapter 1 text

September 1 (Labor Day –no class) Political Environment – C2

September 8 The Cultural Environment- C3

September 15 Ethics in International Business – Chapter 4

September 22 – Review and Test 1

September 29 The Economic Environment C 5- Project planning.

October 6 Global Economics and Foreign Direct Investment C 6 & 7

October 13 (Oct 15 Fall Break) Regional Economic Integration C8

October 20 Exchange Rates and International Finance C 9 & 10

October 27 Review – Test 2

November 3 International Business Strategy – Chapter 11

November 10. Entering Foreign markets – Chapter 12 & 13

November 17 Global Production, Outsourcing and Logistics Chapter 14

November 24 Global Marketing and R & D –Chapter 15

December 1 Global Human Resource management; Chapter 16

December 8 Conclusions and Review

**Final Exams as schedule by the Registrar**