



Moravian College

Department of Economics and Business
Spring 2012
Management 333: International Issues in Management

Professor	Dr. James West
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Office Hours	MW 10:30 am-11:30 am; 1:30 pm-2:30 pm R 2:30 pm-3:30 pm or by appointment

Course Description

MGMT 333: International Issues in Management. This course will provide an investigation into the cultural, economic, technological, and political environment of international business and management. The international aspect of the functional areas of Marketing, Finance, Human Resources, Production and Operations, along with Strategy will be explored. Current issues in global business will be featured along with the study of the evolving theory of global management and practice. Prerequisite: MGMT 223 or permission

Required Text

Global Business Today, 7th Edition, by Charles W. L. Hill, McGraw-Hill Irwin Publishers, c. 2009. ISBN 978-0-07-813728

Recommended

Course software and websites as assigned; *The Wall Street Journal*; Blackboard.

Outcomes and Goals of the Course

- The overarching goal of this course in international management is to provide students with a comprehensive view of contemporary management and business theory and practice in a global economy and society.
- 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 helping students analyze 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	25%
Term Exam II	25 %
Course Projects, Quizzes & Class Grade	25%
Final Exam	25%
Total	100%

As an upper level management course, MGMT 333 is designed to generate group discussion and regular attendance is required 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.

Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

Course Projects

The course projects require the student to complete: 1) a team based environmental analysis of a world region and also 2) a strategic business analysis for a specific global industry. The business power-point/paper presentation should address the environment, structure, and strategic challenges and opportunities faced by the industry, as well as the competitive opportunities of its principal firms.

Further details will be provided in class. Final projects must be submitted by April 20. The details of this project will be discussed further in class. Please make two copies (one for me to keep).

Class Schedule and Assignments

Week of:

January 16	What is 'Globalization'	Chapter 1
January 23	Political and Cultural Environment	Chapters 2, 3
January 31	Ethics in International Business	Chapter 4
February 6	Economic Environment	Chapters 5, 6 and notes
February 13	Presentations - Environmental Analysis	
February 20	Review and Mid-term – Exam on February 22	
February 27	International Business Strategy	Chapter 11
March 3-11	Spring Break	
March 12	Entering Foreign Markets	Chapter 12, 13
March 19	Global Production, Outsourcing and Logistics	Chapter 14
March 26	Global Marketing and Human Resources	Chapter 15, 16
April 2	Review and Exam 2 on April 4	
April 9	Presentations and Contemporary Issues	
April 16	Presentations and Contemporary Issues	
April 23	Last class – Conclusions and Review	
April 30 -May 3	Final Exam as scheduled by the Registrar	