



1742

Moravian College

Department of Economics and Business
Spring 2013
Management 333: International Issues in Management

Professor	Dr. James West
Office	Comenius Hall 215
Telephone	610.861.1381
E-mail	westj@moravian.edu
Office Hours	M 8:30 -10:00; 10:30-11:30; TR 1:30-3:00 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 , Elaine Mara, 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 Project

The course project requires the student to complete: 1) a strategic business analysis for a specific global business and 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 14	What is 'Globalization'	Chapter 1
January 21	Political and Cultural Environment	Chapters 2, 3
January 28	Ethics in International Business	Chapter 4
February 4	Economic Environment	Chapters 5, 6 and notes Chapters 7-10
February 11	Environmental Analysis-Topics and Review	Chapters 1-6 plus notes
February 18	Mid-term – Exam on February 19; Strategy introduction	Chapter 11
February 25	International Business Strategy	Chapter 11
March 2-10	Spring Break	
March 11	Entering Foreign Markets	Chapter 12, 13
March 18	Global Production, Outsourcing and Logistics	Chapter 14
March 25	Global Marketing and Human Resources	Chapter 15, 16
April 1	Review and Exam 2 on April 4	
April 8	Presentations and Contemporary Issues	
April 15	Presentations and Contemporary Issues	
April 22	Conclusions and Review-Last class April 25	
April 29 -May 3	Final Exam as scheduled by the Registrar	