



# Moravian College

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Department of Economics and Business  
**Spring 2014**  
**Management 333: International Issues in Management\***

<b>Professor</b>	Dr. James West
<b>Office</b>	Comenius Hall 215
<b>Telephone</b>	610.861.1381
<b>E-mail</b>	westj@moravian.edu
<b>Office Hours</b>	MW 10:30 am-11:30 pm TR 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 2nd Edition*, by Mike W. Peng, c. 2013 Southwestern cengage Publishing. ISBN 978-1-111-82175-3

## 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 1	25%
Term Exam 2	25 %
Course Papers	25%
Final Exam	25%
<b>Total</b>	<b>100%</b>

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: the Assistant Director of Learning Services for Disability Support, 1307 Main Street , Elaine Mara(extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

### **Course Writing Projects**

#### **Paper 1:**

**STEP Analysis (Social, Technological, Economic, Political** and paper presentation of one of the major geographic regions discussed in class. Provide an overview of the STEP factors and then select one country within the region to assess in what ways that country is 'typical' of the region and in what ways it is 'unique'. Paper and presentation is due Feb 12. The final paper is due Friday March 1.

#### **Paper 2:**

**GLOBAL STRATEGIC ANALYSIS** --The major course project requires the student to complete: 1) a strategic business analysis for a specific global business and its industry. The paper should be accompanied with a brief power point presentation with a maximum of six slides).

The paper should address the business environment, structure, and strategic challenges and opportunities faced by the industry, as well as the position of its principal competing firms.

Final projects must be submitted by April 9. The first draft of the complete paper will be due March 11. The details of this project will be discussed further in class. Please make two copies (one for me to keep).

# Class Schedule and Assignments

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<b>Week of:</b>		
January 13	What is 'Globalization'	Chapter 1
January 20	Political, Legal and Economic Environment	Chapter 2
January 27	Global Cultures and Norms	Chapter 3
February 3	Leveraging Resources and Capabilities	Chapter 4
February 10	International Trade and Investment	Chapters 5, 6
February 17	Foreign exchange and Regional Integration	Chapters 7, 8
February 24	Review (2/24) and Test 1 (2/26) (Chapters 1-8 plus class notes)	
March 3- 9	Spring Break	
March 10	The Global Entrepreneurial Firm	Chapter 9
March 17	Entering foreign markets	Chapter 10
March 24	Managing Alliance and Acquisitions	Chapter 11
March 31	Global Structures and Strategy	Chapter 12
April 7	Human Resources and Corporate Responsibility	Chapters 13, 14
April 14	Review and Test 2 (4/16)	
April 21	Presentations and Contemporary Issues (Classes end 4/26)	
April 29	Final Exam at 8:30 -11:30 a.m	