



Moravian College

Department of Economics and Business
Spring 2015
Management 333: International Issues in Management

Professor	Dr. James West
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Office Hours	TR 1pm-2:30 pm ; W 1:30-3:00 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

International Business: Competition in the Global Marketplace by Charles Hill, McGraw Hill Publishers, 2015.

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 ethical, 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	30%
Course Participation Grade	20%
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 Ms. Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monocacy Hall (extension 1401). Accommodations cannot be provided until authorization is received from the Academic & Disability Support office.

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'. Draft and presentation of the paper is due Feb 17. The final paper is due March 5.

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 30. The first draft of the complete paper will be due April 21. 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 19	What is 'Globalization?'	Chapter 1
January 26	Political Economy of Global Business	Chapters 2, 3
February 2	Cultural Environment Ethics in International Business	Chapter 4, 5
February 9	Economic Environment	Chapters 6-9
February 16	Economic Environment continued	Chapters 10-12
	Environmental Analysis-Topics and Review	
February 23	Mid-term – Exam on February 24; Chapters 1-12 selectively plus notes	
	International Business Strategy introduction	Chapter 13
March 2	International Business Strategy (Paper #1 due March 5)	Chapter 11
March 9 - 16	Spring Break	
March 16	Organization of IB and Entering Foreign Markets	Chapter 14, 15
March 23	Exports, Imports and Countertrade	Chapter 16
March 30	Global Production, Outsourcing and Logistics	Chapter 17
April 6	Global Marketing and Human Resources	Chapters 18, 19
April 13	Accounting and Finance Issues in IB	Chapter 20
	Review and Exam 2 on April 16	
April 20	Cases, Presentations and Contemporary Issues	
April 27	Cases, Presentations and Contemporary Issues	
	Paper # 2 due on the last class April 30	
May 3 -8	Final Exam as scheduled by the Registrar (Take-home exam)	