

# MORAVIAN COLLEGE

## MGMT 333 – International Issues in Management

### Course Syllabus – Spring 2016

**Instructor:** Dr. James West  
Professor of Economics and Business

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**Office Hours:** Tuesday & Thursday, 12:00pm to 1:00pm Wednesday, 1:00pm-3:00pm or by appointment

**Required Text:** International Business: The Challenges of Globalization 8<sup>th</sup> Edition  
By John and Kenneth Wild, Pearson Publishers, 2016  
My-Management Lab course software by Pearson

**Recommended:** Articles and Websites as assigned; *The Wall Street Journal*;  
Blackboard (College software)

#### 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

#### 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 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 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	30%
Term Exam II	30 %
Course Projects and Final Paper	30%
Quizzes & Class Grade	<u>10%</u>
<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 Academic Support Center, located in the lower level of Monocacy Hall, or by calling [610-861-1401](tel:610-861-1401). Accommodations cannot be provided until authorization is received from the Academic Support Center.”

**Course Projects:** The course projects require the student to complete: 1) an individual based environmental analysis of a country (due Feb. 22) and also 2) a collaborative strategic business analysis for a specific international firm and industry. The business power-point/ paper presentation should address competitive challenges to your firm, its industry, as well as the broader environmental challenges and opportunities

Further details will be provided in class. Final projects must be ready for presentation by April 11. The details of this project will be discussed further in class.

## Class Assignments for International Management

*Week of:*

January 18	'Globalization'	Chapter 1
January 25	Cross Cultural Business	Chapters 2
February 1	Political Economy and Ethics	Chapter 3
February 8	Economic Development of Nations	Chapter 4
February 15	Presentations - Environmental Analysis and Introduction to global economics	Chapters 5, 6, 7
February 22	The Global Economy continued	Chapters 8, 9, 10
February 29	Review and mid-term Exam	
March 5-12	Spring Break	
March 14	International Strategies and Organization	Chapter 11
March 21	Analyzing International Opportunities Selecting and Managing Entry Model	Chapters 12 & 13
	(Friday, April 1 is the last to withdraw with a grade 'W')	
April 4	Developing and Marketing Products	Chapter 14
April 11	Managing International Operations Hiring and Managing Employees	Chapters 15 & 16
April 18	Review and Exam 2	
April 25	Presentations and Contemporary Issues –Final Projects Due – Tuesday April 26	
May 2-7	Final exam week	