



COURSE SYLLABUS

Course: **MGMT 4583 International Management**

Catalog Description of the Course:

The study of international management is gaining importance as firms expand their operations globally. The International management course is designed to help students learn the fundamentals of international business strategies and cross-cultural management. Further, throughout the course, students are expected to develop a sense of ease to engage in business in a multicultural business management environment.

Course Objectives:

Upon the successful completion of this course, students will be able to:

1. Use the fundamental vocabulary and theoretic frameworks to understand the corporate strategic decisions and cross-cultural management in the world of international business.
2. Develop cross-cultural intelligence and sensitivity to interact with people from different cultures.

Class Material:

Text: International Management, Author: Phatak, Copyright 09, Edition 2 ISBN:9780073210575

Additional readings: Cafescribe 2.0- International Management, Author: Phatak, Edition 2
Students will be expected to stay abreast of articles published in business and other publications or reported through other media (e.g., television, internet, etc.) as they pertain to international business.

Course Management Software:

You can access information pertaining to the course on Blackboard, which is available at <https://learn.uark.edu>. It is important that you frequently check the class Blackboard site. Most of time, I send out class emails via Blackboard. It is imperative that **your email address in Blackboard** is the one you check regularly or is forwarded to an email account you check regularly.

Examinations:

All exams are non-comprehensive and include assigned readings as well as material covered in class. They may consist of multiple choice, short answer, and essay questions. Requests for rescheduling an exam will be considered only with timely notification to the instructor and appropriate documentation such as a written medical excuse. It is your responsibility to inform the instructor in advance of the exam. Approval for rescheduling is at the discretion of the instructor.

Quizzes:

Unannounced pop quizzes will periodically be given at the beginning of class. They will cover assigned readings for that day and/or material covered in the previous class. This is an opportunity to check your progress before taking the exams. Students who arrive after the quiz has been returned or do not attend class that day may not make up the quiz and receive a zero (0) for that quiz. There will be no more than 5 quizzes throughout the semester, and only 5 quizzes, each quiz is worth 20 points, will be counted toward the final grades. In other words, you will have allowance for missing quizzes at your discretion. Note that attendance is not mandatory, but is your privilege for learning.

Grades:

Grades are distributed as follows:

	<u>Points Possible</u>
<u>Individual assignment</u>	
Exam 1	200
Exam 2 – Final	300
Quizzes	100
Cultural Interview	100
<u>Group project</u>	
International Strategy	100
Country Project	200
	Total 1000

Course letter grades will be assigned on a percentage-basis of total points possible and will be based on the following scale:

Grade	Percent
A	900 – 1000
B	800 – 899
C	700 – 799
D	600 – 699
F	< 600

Cultural Interviews (100 points):

A cultural interview is conducted with a person who has different nationality from yours.

A 1-page, single-spaced report is required. Please submit the report through Blackboard on 9/24 by 7:30pm. A potential outline of the report is listed as below.

- A brief introduction of how you meet the interviewee and the interviewee’s demographic information, such as age, education, family, or occupation.
- Describe major differences between your own country and his/her country. The difference can be in diet, attire, etiquette, government, education system, family structure, etc.
- Reference chapter 4 and describe the cultural dimensions using any of the listed theoretical frameworks, such as Homestead’s cultural dimensions.
- Optional: recommendations for handling cultural differences between your own culture and the interviewee’s culture.

International Strategy Assignment (100 points):

Each group will be assigned a firm to research to determine its international strategic pattern. In a 10-15 minute oral presentation to the class, groups will explain and justify their reasoning. A specific grading rubric will be provided during the semester.

Country Project Written Report (100 points)

Each group will select one country from emerging markets to research. A written note with your group's selected country along with a second choice must be given to me no later than the beginning of class on Oct. 22, as I need to approve your country choice. For that country, your group will survey the political, economic, legal, cultural, trade, and monetary environment. In addition, each group is expected to outline the challenges and opportunities of conducting business in the country and provide relevant guidelines for successful international business ventures in the country based on their research about the country as well as international business.

A possible outline that includes major topics for your report is:

1. Introduction
2. Political Environment (political system, structure, political parties, political risk)
3. Legal environment (legal system, legal issues in international business, legal risk)
4. Economic environment (economic system, main products and services, economic risk)
5. Monetary environment (currency system, currency risk)
6. Trade environment (major exports/imports, main trading partners, regional economic integration, tariff and trade barriers, government incentives for conducting business there)
7. Cultural analysis (cultural determinants, cultural dimensions, norms)
8. Outline of challenges and opportunities of doing business in the country (i.e. analysis and integration of information from other parts of the paper and other country data)
9. Propose a product to enter the country. Specify what you see in this country as an opportunity for the selected product.

The written report should be 12-15 pages in length (single-sided, typed, double-spaced, and error free in 11-12 point font), excluding the cover page, table of contents, list of references, and appendices. In addition to the main content, all written reports must include a cover page, a table of contents, page numbers, a list of current references (minimum of 10), and an appendix of key figures, charts, and the like. References should be written in American Psychological Association (APA) or Modern Language Association (MLA) format. If you are not familiar with these formats, consult manuals in the library. Current references should come from a variety of sources such as journals, websites, and books. Do not use the internet and textbook as your sole resources. You are encouraged to use headers and sub-headers to label different sections of the paper. Since points will be deducted for spelling and grammar mistakes, I strongly recommend that each group member proofread the report before the submission.

A hard copy of the final report is due at the beginning of class on Nov.19 *Each group is required to attach a soft copy of the final report to the "assignment" section of blackboard.*

Group projects will be graded as follows:

1) Content – 80% This is the most important part of the report. This shows a group's ability to find, sift through, and compile information pertinent to this assignment. It also shows your analytical ability in terms of determining the challenges and opportunities of doing business in a country, and providing guidelines for successful ventures into this country. Thoroughness, accuracy, and keen analysis should come through in this portion of the paper.

2) Process – 20% This refers to readability, flow, logic, organization, professional look, and writing mechanics of the report. Reports should be clear, concise, structured in a logical fashion and easily readable, with a logical flow of thoughts and ideas as well as transitions between paragraphs. The report should be devoid of spelling and grammatical errors. It should also look neat and professional, adhering to paper specifications noted above.

Country Project Presentation (100 points):

Each group will present a brief summary of its findings, including all group members in the presentation. Group presentations should be 15 minutes in length and should cover key points. It is not necessary to present everything in your papers: you should focus on a sub-sample of the most interesting and relevant points of each section of the paper and include major challenges and opportunities as well as recommendations for successful business ventures in the country. Note that I will stop you once your allotted maximum time of 20 minutes has passed.

Creativity is encouraged in all presentations. You may wish to consider using role plays, mock business meetings, interview formats, or other devices to maintain interest. You should inform me two weeks prior to your presentation if you need any audio-visual equipment in addition to a podium, access to a computer, DVD player, document camera, or whiteboard. **Groups requiring use of a computer should email me the necessary, virus-free materials one day prior to the presentation** so that my memory stick can be used for uploading everyone's presentation. This will reduce set-up time in class. If the file is too large to send via email, please use a memory stick to save the information and arrange to meet with me prior to class so I can save the files on my memory stick. Thus, I should have a copy of your materials on my computer. If you are using non-computer based materials, please give me a copy of these materials during the day of your presentation.

The country project presentation will be graded as follows:

1) Content – 60% This aspect corresponds to what was written above about the group country project report. Evidence of thoroughness, accuracy, and a quality analysis should come through in the presentation.

2) Presentation – 20% This area refers to general presentation skills. Students should be audible, have good eye contact, come across as confident and knowledgeable, clearly state their points, and finish within the time limit. Practicing in advance is important and helpful.

3) Creativity – 20% Be creative and have fun when giving presentations. Let your creative juices flow. Do not simply read the paper aloud, but engage yourselves and the class in an active, interesting, fun presentation. You may want to do a skit, have a mock business meeting, produce a game show, or engage in other innovative presentation formats.

Group Work:

Note that I will not re-assign individuals to a different group after the initial assignment has been made. It is the group's responsibility to work together. Students desiring guidance on working with group members are welcome to ask me for advice. If group members are unable to work together, they have the right to fire themselves or another group member(s) from their group. In this case, the fired individual(s) must complete a different international strategy or country project report individually, with the same specifications described above. Fired individual(s) should email me about being fired so that I can provide them with a different company/country to research.

Late Work:

All work to be submitted must be turned in at the beginning of class on the respective due date. Presentations must be presented on the assigned presentation day. Late work will not be accepted. Be sure to allow adequate time to resolve unanticipated problems with respect to course deadlines.

Classroom Professionalism:

Classroom professionalism is to be maintained at all times. Our goal is to create a positive, courteous, and respectful environment that is conducive to learning. Cell phones are to be turned off or set for silent alarm. No personal or side conversations while class is in session. No walking in and out during exams or when class is in session. Be punctual. Laptops are permitted for taking notes; if your laptop is disruptive you will be asked to leave the classroom. Don't put me in the awkward position of having to discipline unprofessional behavior – it is not fair to me and the distraction is not fair to your peers.

Academic Honesty:

All students are expected to understand and adhere to the University's policy on academic honesty. The University's 2012-2013 Catalog of Studies states "Academic dishonesty involves acts that may subvert or compromise the integrity of the educational process at the University of Arkansas. Included is an act by which a student gains or attempts to gain an academic advantage for himself or herself or another by misrepresenting his or her or another's work or by interfering with the completion, submission, or evaluation of work". For a partial list of acts of academic dishonesty, see the 2012-2013 Catalog of Studies. Any violation of the policy on academic honesty will result in the failure of that particular assignment/exam and may result in failure of the course and further action from the Division of Student Affairs.

Accommodations for Students with Disabilities:

Students are responsible for requesting accommodations from the Center for Students with Disabilities (<http://www.uark.edu/ua/csd>). It is the Walton College policy that students must also request testing accommodations from their instructor; this should be done in writing, ten days prior to the test date.

Inclement Weather Policy:

If class is in session, we will have class. I realize that some of you have a more difficult commute to the campus than do others. I leave it to your personal judgment to determine whether to attend class during inclement weather.

Tentative Course Schedule

You are responsible for having read the chapters in accordance with the dates below. Read the material BEFORE coming to class on the day it is to be discussed. Other reading materials may be assigned in addition to those in the schedule below, but these will be mentioned at least one class period in advance

Date	Topic	Ch.	Assignment Due
8/20 M	Introduction: Course Expectations		Turn in Personal Information Sheet
8/27 M	Introduction to International Management	1	Groups formed
9/03 M	Labor Day Holiday		
9/10 M	The Global Macro Economic Environment	2	Group Assignment 1 due
9/17 M	The Political and Legal Environments	3	
9/24 M	The Cultural Environment	4	Cultural Interview Due
10/01 M	Strategies for International Competition	5	Exam 1 Review
10/08 M	Exam 1 Analyzing/Managing Foreign Modes of Entry Organizing and Controlling International Organizations	6,7	International strategy assignment given
10/15 M	Fall Break		
10/22 M	Managing Technology and knowledge	8	Country Selection Due
10/29 M	Communicating Across Borders and Cultures Negotiation and Decision Making Across Borders and Cultures	9 10	
11/05 M	Motivating and Leading Across Borders and Cultures	11	
11/12 M	International strategy presentation International Resources Management	12	
11/19 M	Global Social Enterprise Ethics and Social Responsibility for International Firms	13 14	Country Project Due
11/26 M	Review for Exam 1		
12/10 M	Final Exam 8:15-10:15 PM		
12/17 M	Winter break		