



International Management Syllabus
MGMT 3275 – Section 3275 – 001
Spring Semester 2017
Dr. Vijay K. Patel

Contact Information:

Office: 251A Friday Building

Office Hours: Mon-Tue 10.30-11.30 am; Tue-Wed 4.30-5.30 pm.

By appointment. Please arrange times after classes and confirm by email.

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MGMT 3275 Schedule and Classroom assigned:

Section 3275 - 001: Schedule: Mon-Wed 12.30-1.45 pm | Class: Friday 141

Required Text: International Management by Fred Luthans and Jonathan Doh. 9th edition. McGraw Hill, 2014.

You will need to purchase cases from Harvard Business Cases or other designated Case vendors. Course pack information will be provided. Cases will be chosen based on class interests and profile.

Suggested Readings and Resources: All students are expected to stay abreast of contemporary developments and trends in global business. Some suggested sources include: Forbes, The Wall Street Journal, Financial Times, The Economist, Fortune, and Bloomberg/Business Week. Please make full use of all available articles/resources from social media content including YouTube and website resources from UNCC and other major universities around the globe e.g. IMEDE, LSE, Harvard, and Stanford. Additional materials will be posted for reference and study as needed.

Course Description:

MGMT 3275. International Management. (3) Prerequisites: MGMT 3140 with grades of C or above. Preparation for effective management in a world characterized by major geopolitical and geoeconomic shifts, complex challenges, opportunities and intense international competition. Case studies, projects, and presentations assist students to apply concepts and theories.

Course Purpose:

The purpose of this course is to provide students of International Business and Management with intensive exposure to the world of managing in the global environment. While the globalization of business has been taking place for centuries, the integration of economies, business and commerce presents large and complex challenges for new and experienced managers. This course addresses many

of the cultural, economic and political issues of organization and management in the global context. For example, many large and small enterprises are dependent on access to foreign markets and supply chains or sourcing of goods and services internationally. The course takes a broad view of the manager as a decision maker. Through readings, cases, and projects, the student will experience many of the challenges of operating in a global environment, whether as a manager or executive in a domestic firm dealing with managers in a subsidiary or firm in another country, or as a subsidiary manager in another country. The course also serves as a capstone course for students in the International Business major. As such IB students may have additional assignments and may be subject to a different grading scheme than other students.

Teamwork and Professionalism

A major objective of this course is to develop all students' capabilities as managers. Excellence in your organizations demands your ability to work harmoniously within teams and display outstanding professionalism in your ability to communicate, provide leadership/cooperative followership, and be constructive team players and problem solvers. *Initiative and self-motivation to excel will earn you bonus points.* Class participation and projects are designed to help you practice and hone your managerial and organizational skills. The heavy emphasis on teamwork requires that peer evaluations are thorough and fair. This provides training and simulation of performance appraisal and feedback for staff development processes seen in all successful organizations - key skills indeed.

Student Evaluation:

Class participation is a key requirement. Students will be asked to demonstrate their grasp of concepts and frameworks for analysis in class. In addition, students will complete two examinations covering text, readings and lecture material. The exams will be multiple-choice and/or short answer. In addition, students will complete two projects in teams. Other group assignments may include a current event presentation and a specialized experiential exercise/case presentation. Several homework assignments will be required including case analyses and reports on current events. In general, all your work will be within assigned teams.

Grading:

Mid-term Exam	20%
Final Exam	20%
Group Project 1	20%
Group Project 2	20%
Special projects and homework assignments	10%
Participation and Professionalism	10%

Grading Scale:

A:	90-100%
B:	80-89%
C:	70-79%
D:	60-69%

F: < 60%

Exams

There will be two exams that will be drawn from the text and classroom material. ANY topic discussed in class is subject to inclusion on the exams so it is important that you attend class and take notes. Each exam will cover designated chapters. Students are expected to be familiar with all key concepts and practical applications in realistic contexts.

Special Project-Globalization Impact

As groups you will prepare a short analysis of the impact of globalization on a country. You should include specific attention to some of the main forces associated with globalization (technology, trade and integration, offshoring and outsourcing, migration, transportation, environmental pollution) and the impact of these forces on different stakeholders (such as domestic companies, workers, farmers, indigenous cultures, and different demographic groups) within that country. You should draw implications of the issues and their impact on international management practice. This analysis should be in the form of a 5-7 page double-spaced paper with references both from the text and 3-4 outside sources.

Group Project/Case Analyses -Foreign Entry and Expansion Strategies

Your group will prepare a report, including recommendations, for an actual company's overall entry and expansion strategy into a foreign market, inbound to the USA or outbound. Your strategy should include attention to the social, political, cultural, and economic environment of the country you propose entering, the entry and organizational strategies the company should advance, including potential alliances with local firms, and a discussion of the ethical, negotiation, leadership, and management challenges associated with your recommendation. This analysis should integrate the readings and cases for the course in the context of the actions of a specific firm. This analysis will be approximately 15-20 double-spaced pages (with complete references). You will summarize your findings in a short 15-20 minute in class presentation. You will be evaluated on the quality of the paper (75%) and the quality of the presentation (25%).

Cases, Experiential Exercises or Current Event Projects

Each group will case presentations and/or presentation of experiential exercises and/or a current event. These presentations will form the basis for a significant amount of our class discussion, and all materials presented by students and enhanced through discussion will be subject to inclusion on the midterm and final exam. Odd numbered group will be assigned a case presentation from the text. Even numbered groups will present a current event of global business significance.

Whether you are presenting a case from the text or a current event, the power point slides must be posted prior to the presentation and *hard copies provided to the professor before class*. Grades for the presentation will be based upon the quality and timeliness of your slides and will also be based upon the content and quality of the in-class presentation. You will be provided with grading rubrics. NOTE: It is not advisable that all students speak in the presentation. Since the groups will be rather large at six

students, it may be not practical for each person to have a speaking part, however all team members will be expected to respond appropriately in the Q&A sessions. The presentation will be a maximum of 15-20 minutes. In most cases, 15 minutes will probably be about right.

Attendance and Participation

It is important for all students to demonstrate engagement in the learning process. The success of the course is based upon preparation for class by reading chapters, preparing the case analyses, and reviewing slides posted by your fellow students. Your opportunity to demonstrate engagement and preparation is through your attendance and participation. No student should expect to get full credit for participation if more than two seventy-five minute classes are missed. Students missing more than four periods may lose all participation credit at the discretion of the instructor. At the same time, participation grades are much more than simple attendance.

Capstone Major Project (IB Majors Only)

MGMT 3275 serves as a capstone course for students majoring in International Business. As such, successful completion of the course requires students to prepare an additional project that demonstrates the student's comprehension of major concepts in the discipline. It also allows the student to develop additional focus in an area of study.

IB students will develop a topic of the student's choosing and write a research report or essay on that topic. The student should consult with the professor before beginning work. The topic may focus in a specific area such as Global Finance, Global Marketing, International Economics, or International Management. Or, it may be broader in nature and focus upon the general field of International Business. The project may be theory based (e.g., international trade), a commentary (e.g., the future of globalization), prescriptive (e.g., how a firm might best organize itself to manage a new foreign subsidiary or hedge against foreign exchange risk), or descriptive/analytical (e.g., how and why a MNC's acquisition was a success or failure, or lessons learned from an actual new product introduction).

The project should be multiple sourced, and typically should be about 20 pages double spaced. The paper should endeavor to demonstrate both a breadth of knowledge (economics, finance, marketing, and management) as well as depth. While the student is not expected to address every discipline, evaluation of the project will be based upon the depth and breadth parameters. Also, the use of primary sources is encouraged. Interviews of practitioners are particularly useful.

Up to 10 bonus points will be awarded for in-depth reports.

Use of Electronics in Class

The use of cell phones, beepers, or other communication devices during class is inappropriate and should not be used. Please check your mail and messages before and after class. **DISCIPLINE YOURSELF!** Put your phone in your backpack or pocket.

Students are permitted to use computers during class for note-taking and class reference **ONLY**. Do not use your computer for surfing or checking your mail.

Leaving the Classroom

Students getting up and leaving the class during lectures and discussion has become an increasing problem in recent years and is not acceptable classroom behavior. It is disrespectful to the professor and is distracting to the learning environment. I request, that unless you have an emergency that you not leave the classroom during the class. If you anticipate having to leave class early, please let me know before class begins.

The UNCC Code of Student Academic Integrity:

Students are reminded of the code of academic integrity stated in the college catalog and are expected to follow it. It reads as follows:

The UNC Charlotte Code of Student Academic Integrity governs the responsibility of students to maintain integrity in academic work, defines violations of the standards, describes procedures for handling alleged violations of the standards, describes procedures for handling alleged violations of the standards, and lists applicable penalties. The following conduct is prohibited in that Code as violating those standards:

A. Cheating. Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise. This definition includes unauthorized communication of information during an academic exercise.

B. Fabrication and Falsification. Intentional and unauthorized alteration or invention of any information or citation in any academic exercise. Falsification is a matter of altering information, while fabrication is a matter of inventing or counterfeiting information for use in any academic exercise.

C. Multiple Submission. The submission of substantial portions of the same academic work (including oral reports) for credit more than once without authorization.

D. Plagiarism. Intentionally or knowingly presenting the work or another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging is when the ideas, information, etc. is common knowledge.

E. Abuse of Academic Materials. Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource material.

F. Complicity in Academic Dishonesty. Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Diversity

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

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**Tentative Schedule
(Subject to adjustments as needed. Please check Canvas announcements)**

Date	Lectures and Activity	Notes/Comments
<p style="text-align: center;">Week 1 Week of Jan 9 (Mon – Wed schedule)</p>	<p>Lecture 1 – Introduction and Chapter 1 Lecture 2 – Chapters 2</p> <p>Remember reading assigned Chapters is a requirement. The material is valuable and class time can be more productive if you have read and discussed the Chapters beforehand.</p> <p>Assigned Cases/Projects/Exercises will be discussed at Lecture end. Special sessions will be designated for Team Presentations. Details will be provided in Canvas announcements.</p>	<p>Generally the last 20-30 minutes of a lecture will be devoted to experiential exercises, mini-cases or special topic discussions.</p> <p>Key is to read and discuss assigned chapters/exercises in groups. This will allow meaningful class discussions. As a bonus you will be able to participate thoughtfully.</p>
<p style="text-align: center;">Week 2 Week of Jan 16</p>	<p>Chapters 3&4 MLK Holiday January 16</p>	
<p style="text-align: center;">Week 3 Week of Jan 23</p>	<p>Chapters 5&6</p>	
<p style="text-align: center;">Week 4 Week of Jan 30</p>	<p>Chapters 7&8</p>	
<p style="text-align: center;">Week 5 Week of Feb 6</p>	<p>Case 1 – Preparation and individual team discussions Class time devoted to preps and discussion</p>	
<p style="text-align: center;">Week 6 Week of Feb 13</p>	<p>Chapter 9 and Midterm Exam 1</p>	
<p style="text-align: center;">Week 7 Week of Feb 20</p>	<p>Case 1 – Draft write-ups and Ppts due. Feedback sessions with professor and continue teamwork</p>	
<p style="text-align: center;">Week 8 Week of Feb 27</p>	<p>Chapters 10 & 11</p>	
<p style="text-align: center;">Week of Mar 6 – 11</p>	<p>Spring Recess</p>	
<p style="text-align: center;">Week 9 Week of Mar 13</p>	<p>Case 1 – Final Presentations and project reports due</p>	
<p style="text-align: center;">Week 10 Week of Mar 20</p>	<p>Chapters 12 & 13</p>	
<p style="text-align: center;">Week 11 Week of Mar 27</p>	<p>Chapter 14 Case 2 – Class time for discussion and preps</p>	
<p style="text-align: center;">Week 12</p>	<p>Case 2 – Continue team discussions and preps</p>	

Week of Apr 3	Experiential exercise	
Week 13 Week of Apr 10	Case 2 – Draft Ppts and reports due. Feedback sessions with professor and continue teamwork. IB majors draft reports due	
Week 14 Week of Apr 17	Final presentations - Ppts and project reports due IB majors final reports due	
Week 15 Week of Apr 24	Final Exam Career discussions and Q&A	
Week 16 Week of May 1	Final week of classes and Examinations begin	
Week 17 Week of May 8	Examinations	
Week 18 Week of May 15	Academic Year ends May 15 – grades due	