MGMT 3275-090 Syllabus
International Management
Spring 2013

Instructor: Ms. Cindy Fox, 704-687-7676, ctfox@uncc.edu, Rm. 310-C Friday Bldg.

Contact Hours: Tuesdays, 6:30-9:15pm, Denny #122

Office Hours: Before class or in my office with notice


Course Description:
MGMT 3275. International Management. (3)
Prerequisites: MGMT 3140 and MGMT 3274 with grades of C or above, Senior standing. Preparation for effective management in a world characterized by intense international competition. Case studies, projects, and presentations assist students to apply concepts and theories.

Course Objectives:
- Analyze and evaluate appropriate modes of entry into international markets
- Understand various strategies companies could use in worldwide operations
- Appreciate the impact of culture on operations of companies globally, particularly in Human Resources
- Develop familiarity with some important emerging markets and what strategies may be relevant for those countries

Grading:
- Three tests @ 20% each = 60%
- Oral participation/Attendance = 10%
- Guest Speaker Analysis = 10%
- Country Project = 20%

Class Format
The course is focused on application of class material also taught in the prerequisite MGMT 3274. There are a number of guest speakers in this course sharing their experience in the dynamic global marketplace and expanding the text material. Information from the guest speakers will be included on tests and should be reflected in your projects. Talking outside of discussion, texting, etc. while a guest speaker is sharing will result in substantial point reductions in your oral participation grade. There will also be an emphasis on case studies.

All of the class materials and grades will be on Moodle.

Tests=(60%)
Tests can only be made up with prior permission, and must be taken within 48 hours after the problem is resolved. It is your responsibility to contact me about scheduling a make-up. Only
one make-up exam will be given per student/semester. Students must have documentation at the
time of the make-up.

Class Participation and In-Class Assignments (10%)
Attendance is expected at every class. Exam material will come primarily from class discussion,
if you miss the discussions, it will affect your grade. You need to contact me if an
emergency/problem arises that means missing two or more classes in a row. The oral
participation/attendance grade is a combination grade. You will not earn an A in oral
participation if you don’t participate outside of in-class assignments. I am looking for quality
participation; talking amongst yourselves or on a cell phone/texting during lecture/discussion
will detract from your grade, talking so much that others can’t contribute will also detract from
your grade. Students need to utilize their name cards at all times.

Student teams will be presenting case study analysis in class; evaluation of participation in these
discussions will impact your oral participation grade.

Guest Speaker Analysis (10%)
There are several guest speakers scheduled in this class; the requirements for the analysis will be
posted on Moodle.

Country Project (20%)-
The requirements for the project will be on the Moodle page. Each team will pick a country
from a list and analyze the operations of the top five international firms invested in that country.

Academic Integrity Policy:
All students have the responsibility to know and observe the requirements of The UNCC Code of
Student Academic Integrity. This code forbids cheating, fabrication or falsification of
information, multiple submissions of academic work, plagiarism, abuse of academic materials,
and complicity in academic dishonesty. Any special requirements or permission regarding
academic integrity in this course will be stated by the instructor, and are binding on the students.
Academic evaluations in this course include a judgment that the student’s work is free from
academic dishonesty of any type, and grades in this course therefore should be and will be
adversely affected by academic dishonesty. Students who violate the code can be expelled from
UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty
and further substantial reduction of the course grade. In almost all cases the course grade is
reduced to F. Copies of the code can be obtained from the Dean of Students Office or online at
http://www.uncc.edu/policystate/ps105.html. Standards are expected to report cases of academic
dishonesty to the course instructor.

Belk College Statement on 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.
Tentative Spring Schedule

1/15/12  Introduction, Chapter 6-Analyzing and Managing Foreign Modes of Entry

1/22/12  Library Resources, Atkins, Chapter 6

1/29/12  Matt Tichon, Head of Supply Chain, Clariant, Chapter 7-Organizing and Controlling International Operations

2/5/13  Guest Speaker (TBA), Chapter 8-Managing Technology and Knowledge

2/12/13  Chapter 9-Communicating Across Borders and Cultures

2/19/13  Michael Viniconis, President, Argus Fire Control

2/26/13  Test #1, Team Time

3/5/13  Spring Break

3/12/13  Chapter 10-Negotiation and Decision Making across Borders and Cultures

3/19/13  Raul Alatorre, Business Development Mgr., Gruma Corp (Mexican), Chapter 11-Motivating and Leading across Borders and Cultures

3/26/13  Chapter 12-International Human Resources Management

4/2/13  Test #2, Team Time

4/9/13  Scott Mickle, Deloitte, Chapter 13-Global Social Enterprise

4/16/13  Guest Speaker (TBA)

4/23/13  Chapter 14-Ethics and Social Responsibility for International Firms

4/30/13  Test #3, Team Time

5/7/13  Team Country Presentations
        8:00-10:30pm