



STONEHILL COLLEGE

Department of Business Administration – Fall Semester, 2011 BUS 465 – INTERNATIONAL MANAGEMENT

Faculty Information:

Course Instructor: Professor H. Michael Boyd, Ph.D.
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Office Hours: By Appointment
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Professor Boyd's BUS465 Website: <http://www.boydassociates.net/stonehill/>
Course Meeting Times: Thursdays: 4:00 PM – 6:30 PM
Course Meeting Place: Duffy 205

Business Administration Department Mission Statement:

The Stonehill College Department of Business Administration offers a high quality undergraduate business education that prepares students to make ethical, thoughtful, and significant contributions to their organizations and communities as professionals. In the tradition of the Congregation of the Holy Cross, with a foundation in the liberal arts, and using a high degree of faculty-student interaction, we provide an integrated curriculum delivered with an emphasis on the student. We value the enrichment of the learning environment through intellectual contributions of faculty in the areas of teaching and learning, discipline based research, as well as contributions to practice.

Course Description:

Capstone course for majors in International Business. Integrates the strategic issues of managing a multinational firm with the cultural, political, economic, and social environments of global commercial enterprises.

This course will provide students with an understanding of International Management. Regardless of career direction, it is critical to be knowledgeable of the practices, policies, and environments impacting the management of people across geographies. Only with that understanding may they become effective as group members, managers, and leaders in the global organizations of the 21st Century.

The delivery of our business education program is guided by the following learning outcomes:

- lo1* Literacy of business principles
- lo2* Analytical, critical and creative thinking
- lo3* Ethical perspective
- lo4* Effective communication skills
- lo5* Selection and use of technology
- lo6* Awareness of the business and global environment
- lo7* Cooperative teamwork

Course Objectives:

Knowledge: Each student will:

- Each student will have a basic understanding of the primary aspects of international management (ref: **lo1** & **lo6**)

- discuss contemporary issues in international business that illustrate the unique challenges faced by managers in the global business environment (ref: **lo1 & lo6**)

Skills: Each student will be able to:

- identify and comprehend the complex set of environments affecting managers in international business, including the economic, political, legal, and cultural environments (ref: **lo2 & lo6**)
- research, analyze, and apply management principles and practices to current organizations (ref: **lo2 & lo6**)
- identify and appreciate the complexities and business impact of managing in today's global business environment (ref: **lo2 & lo6**)
- complete a team research project in international business and present their findings to the class (ref: **lo2, lo4, lo5, lo6 & lo7**)

Attitudes: Students will:

- gain a broader perspective on how organizations operate as social institutions in a global business context (ref: **lo6**)

Prerequisites:

Junior Standing

Required Texts and Resources:

Text book required:

1.. F. Luthans, and J.P. Doh.; *International Management: Culture, Strategy, and Behavior*, 8th Ed., McGraw-Hill Irwin, 2009. ISBN: 978-0-07-811257-7

Additional Reference Text (not required): Marquardt, Michael J and Engel, Dean W., *Global Human Resource Development*, (Prentice Hall, 1993) –ISBN –0-13-357930-1 (May be on reserve at library.)

Course Structure:

This class is conducted as a networked learning organization. This means that the classes are very interactive, encouraging a spirit of inquiry and team learning. Individual papers and a research paper will require mastery of the course topics; and a group project will allow students to apply the course learning. CLASS PARTICIPATION IS CRITICAL. Class time is allocated among lectures, exercises, discussions, presentations, and group collaborations.

Course Assignments:

PAPERS: (10 or 12 pt type, 1" margins maximum; all **single-spaced**; minimum number of pages is **full / complete pages**. Papers not meeting the minimum requirements will lose points) READ the Paper Requirements in your handouts Carefully.

Paper #1: **1 full page** (minimum); What would you like to learn in this course, and what would you expect to be able to do with that learning? Briefly describe one place (work, business, church, school, sports team, etc.) where you have seen some aspect management and how it worked.

Paper #2: **(minimum) – 2 full pages**; ** Attach a copy of the article, brochure, web page, etc.. **You must follow the paper format in your handout package: “PAPER #2 (Article Review) OUTLINE”**

Paper #3: **(minimum) - 2 full pages**; Write a paper the same as paper #2 except covering a different area of international management. ** Attach a copy of the article, brochure, web page, etc.. **You must follow the paper format in your handout package: “PAPER #3 (Article Review) OUTLINE”**

Individual Course Research Paper: **4 (minimum) full pages** of text (graphics, charts, etc. are additional). The course research paper will be about a management topic as covered in the course / text. **You must follow the paper format in your handout package: “INDIVIDUAL RESEARCH PAPER OUTLINE”**

Class Contribution and Attendance:

No Excused absences. see Grade determination and course student packet.

Group Project:

International Management Plan and Presentation Each group will create and present an international management plan for a company. They will create a 20 minute small group presentation and discussion. It is required that each member participates and everyone will be graded for individual as well as group contribution. Peer Evaluations will determine percentage of group grade an individual receives.

See “Group Project: International Management Plan” and “Group Presentation Outline and Instructions:” in your handout package.

Examinations: (None – see Grade determination)

Grade Determination:

| <i>Category</i> | <i>weight</i> |
|---|---------------|
| Contribution/Attendance | 25% |
| Group Project / Presentation | 25% |
| Written Assignments (Topic Papers) | 25% |
| Written Assignments (Research paper) | 25% |
| Total: | 100% |

Credit will be determined by assigning a numerical value to each category, corresponding to 100%. Final grades will be calculated by multiplying the relative weights by the achievement earned for each category. A letter grade will be assigned, using the following table:

| Achievement | Letter Grade | Definition |
|-------------|--------------|----------------------------|
| 95-100 | A | Outstanding |
| 90-94 | A- | |
| 87-89 | B+ | Superior |
| 83-86 | B | |
| 80-82 | B- | |
| 77-79 | C+ | Satisfactory |
| 73-76 | C | |
| 70-72 | C- | |
| 60-69 | D | Passing but unsatisfactory |
| <60 | F | Failure |

Academic Integrity:

The expectation at Stonehill College is that students will conduct themselves in a manner consistent with the standards of academic honesty.

Accommodations:

If you are seeking reasonable classroom accommodations under the Americans with Disabilities Act, and/or Section 504 of the Rehabilitation Act of 1973, you are required to register with the Center for Academic Achievement. The Center is located in Duffy 109 and can be reached at 508-565-1033. To receive academic accommodations for this class, please obtain the proper letters from the Center for Academic Achievement and meet with me at the beginning of the semester.

Course Schedule:**BUS465 Topics ----- Course Outline, Requirements, and Assignments (due for class)**

| Session | Date | Topic(s) for review and discussion | Assignment for class (Chapters are from course text) | Project milestone completed |
|---------|------------------------------|---|--|-----------------------------|
| 1 | 9/1 | Course description and Requirements Globalization and International Linkages | Review text content Read Chapter 1 | |
| 2 | 9/8 | The Political, Legal, and Technological Environment | Chapter 2 Paper #1 due | |
| 3 | 9/15 | Ethics and Social Responsibility The Meanings and Dimensions of Culture | Chapters 3 & 4 | 1 |
| 4 | 9/22 | Managing Across Culture Organizational Culture and Diversity | Chapters 5 & 6 | 2 |
| 5 | 9/29 | Cross-Culture Communication and Negotiation | Chapter 7 Paper #2 due | 3 |
| 6 | 10/6 | Strategy Formulation and Implementation | Chapter 8 | 4 |
| 7 | 10/13 | Entry Strategies and Organizational Structures | Chapter 9 | 5 |
| 8 | 10/20 | Managing Political Risk, Government Relations, and Alliances | Chapter 10 Paper #3 due | 6 |
| 9 | 10/27 | Management Decision and Control | Chapter 11 | 7 |
| 10 | 11/3 | Motivation Across Cultures | Chapter 12 | 8 |
| 11 | 11/10 | Leadership Across Cultures | Chapter 13 Course Research Paper due | 9 |
| 12 | 11/17 | Human Resource Selection and Development Across Cultures | Chapter 14 | |
| 13 | 12/1 | Final Summary Group Presentations | Group Review outlines Group Business Plan due Group presentations | Plan Submitted |
| 14 | 12/8 | Group Presentations | Group Business Plan due Group presentations | Plan Submitted |
| 15 | 12/15 (final exam period) | Group Project Presentations Final Exam period | Group Business Plan due Group presentations | Plan Submitted |
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Course website: <http://www.boydassociates.net/stonehill/>