
International Strategic Management

COURSE INFORMATION

MGT | 3 credits | 400 level | 45 contact hours

Professor: TBA | **Email:**

REQUIRED TEXTBOOKS & COURSE MATERIALS

International Management: Managing in a Diverse and Dynamic Global Environment. Arvind V Phatak, Dr. Rabi S Bhagat, Roger Kashlak. 2nd edition. Mac Graw Hill.
ISBN: 9780073210575

DESCRIPTION

This course examines strategic operations and functions of international companies. It also explores environments of business in various countries and regions, and the ways that successful businesses, especially multinational companies adapt their operations to international environments.

OBJECTIVES

Students will learn facts about the cultures and environments of different countries as they affect commerce.

Through reading, lectures and class discussions, students will examine ways that the major functions of business are conducted in similar ways in different countries, and also learn about differences demanded by variations in national cultures and practices.

Students will learn the basics of strategic management, and how the tasks of senior managers are affected by differences among countries and regions.

STUDENT LEARNING OUTCOMES

- Students will learn the major political and legal issues that affect businesses in different countries and regions of the world.
 - Students will learn to determine the extent of changes in products and services dictated by country or regional differences in consumer taste.
 - Students will be able to recognize and analyze cultural differences that affect business practices.
 - Students will be able to assess strategies for competing in various countries and regions, and strategies for extending competitive advantages to different parts of the world.
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OUTLINE

Week	Topic / Subject	Readings	Assignments Due
1	Globalization, Country Differences	Ch. 1, 2	1 page paper
2	Cultural Differences, Ethical Issues	Ch. 3, 4	Lead topic discussion

3	International Trade Strategies	Ch. 6, 12	Mid-Term Exam
4	Export-Import, Global Production and Out Sourcing	Ch. 14, 15	2 page paper due
5	Global Marketing, R&D, Human Resources	Ch. 16, 17	Final Exam

GRADES

First Paper	10%
Lead Discussion	15%
Mid-Term Exam	25%
Second Paper	15%
Final Exam	25%
Participation	10%

Grade Scale

A	100-93	C	76-73
A-	92-90	C-	72-70
B+	89-87	D+	69-67
B	86-83	D	66-63
B-	82-80	D-	62-60
C+	79-77	F	59-00

Students are responsible to confirm all assignments are received by their instructor. This includes assignments submitted electronically or left on the instructor's desk or mailbox when the instructor is not present.

DISABILITY POLICY

Every effort will be made to accommodate students with disabilities or special learning needs. If you have a documented disability for which you have already requested accommodations through the USAC Central office, your instructor will have been notified so that arrangements can be made early in the term.

ACADEMIC HONESTY POLICY

Plagiarism, cheating, submitting work of another person or work previously used and other forms of academic dishonesty will lead to lowered course grades, failure of the course or more severe measures, depending on judgments of the gravity of the individual case.

STATEMENT ON AUDIO AND VIDEO RECORDING

Surreptitious or covert video-taping of class or unauthorized audio recording of class is prohibited by law and by USAC policy. This class may be videotaped or audio recorded only with the written permission of the instructor. In order to accommodate students with disabilities, some students may have been given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.

