

AUGSBURG COLLEGE

DEPARTMENT OF BUSINESS ADMINISTRATION

BUS 465 – International Management

WEC Winter Trimester, 2008

Professor: William M. Arden

Class Hours: 8 AM – 12 Noon

Office hours: Saturday after class or by arrangement

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Office: Memorial Hall 313A

Text: International Management. Authors: Hodgetts, Luthans & Doh. McGraw-Hill Irwin, ISBN 0-07-296108-2

Grading and Requirements

In-class exercises / class participation in discussion	100 points
Written case studies (3 @ 25 points each)	75 points
Mid-term exam (take-home, open book)	100 points
Final exam (take-home, open book)	100 points
Term project	<u>125 points</u>
Total	500 points

In-Class Exercises / Class Participation

The in-class exercises will be based on cases you will prepare before class. In class, groups of students will discuss, and then present, answers to the “Questions for Review” at the end of the case. These questions will be assigned randomly to the groups, so be prepared to work on any question.

Class participation is particularly important in courses of this nature. Many students bring valuable work and life experience to the classroom, and all of us (including me) can learn from those experiences. Please share them, and your thoughts and opinions, with the class.

Written Case Studies

Three case studies are assigned. These are, of course, individual assignments. You will submit a two page paper (maximum, double-spaced; a title page is optional). All assignments must be submitted electronically on moodle, the Augsburg on-line course management software. The deadline for each assignment is shown in the course schedule. The assignments will be discussed in the class period after they are due. Therefore, no late assignments will be accepted.

Examinations

The two exams will consist of essay questions. They will be take-home exams, and you will be allowed to use your text and notes. You will be expected to use the material we’ve discussed, and the concepts in the text, in your answers.

Term Project

You are the HR manager in a global firm. Your firm sends managers from the home office on extended (3 year) assignments in other countries in which you operate.

Your project is to develop a briefing package for an expatriate manager and his/her family. Their assignment is in the country of your choice (the host country), but must be a country where English is not the primary language. Your job is to prepare them for their assignment.

The manager is married and has two children, ages 8 and 13. The manager has worked for your company for seven years.

You must address *at least* these issues concerning the host country, plus any others that you feel are significant:

1. Cultural issues and concerns for both living and managing.
2. Management styles and pitfalls (including the business environment, labor relations, negotiation, motivation, and expectations placed on managers by the culture).
3. Family issues arising from a long-term residence outside the home country

This project will be submitted at the last class, in hard-copy format. This is to allow you to create a professional presentation and also to enable you to include resources that may not be readily available in electronic form.

Important notes, explanations, and comments about this course

- 1 Additional readings will be distributed during this course. These materials are important supplements to the textbook. Students are required to read them. Information from these materials will be on the tests.
- 2 Students are expected to complete ALL the work in the course, including written and oral assignments.
- 3 Only true documented health or personal emergencies will be accommodated. If at all possible, please inform me of absences in advance of class.
- 4 Regular attendance and class participation is crucial for this course.
- 5 A number of exercises will be done in class. If you miss a class, there is no makeup time for application exercises; therefore, you will lose the points assigned to those exercises.
- 6 Each student is responsible for assignments and announcements made in class whether or not he or she is present.
- 7 The syllabus is subject to change. Please remember that flexibility and adaptability are essential traits of a successful manager.
- 8 Out of respect for other students and the professor, cell phones will be turned off in class.

Graduation Writing Skills Requirements

1. To fulfill the requirement for the graduation writing skill, a student will need to obtain a 72% average. This corresponds to 2.0, the minimum passing grade for graduation skills at Augsburg.
2. Twenty percent of the total on the research project assignment will be allocated to English usage. Students will lose one point for each non-standard usage in the final version of the research project (e.g., incomplete sentences, spelling errors, etc.)
3. All written assignments will be discussed in class before they are given and after they are returned to the students.

Class Schedule – BUS 465, Winter Trimester 2008

Class Date	Preparation for class	Class Topics	Assignments Due (by beginning of class)
Jan. 12	Read Chapters 1-3	Review of international business concepts (Ch. 1-3)	
Jan. 26	Read Chapters 4 & 5	The role of culture (Ch. 4 & 5)	Submit Case #1 (Beijing, Here We Come!)
Feb. 2	Read Ch. 6 & 7; prepare for class discussion and exercise on Euro Disneyland case (p. 216)	Culture, continued (Ch 6 & 7)	
Feb. 16	Read Ch. 8 & 9	Strategy, entry strategies, organizational structure (Ch. 8 & 9) Note: Class ends at 11:30 for the Augsburg for Adults Convocation	Mid-term exam (Ch. 1-7) due
Mar. 1	Read Ch. 10 & 11; prepare for class discussion and exercise on HP-Compaq case (p. 352)	Political risk, government relations, alliances; management decision & control (Ch. 10 & 11)	Submit Case #2 (Going to Gdansk)
Mar. 15	Read Ch. 12 & 13	Motivation and leadership across cultures (Ch. 12 & 13)	Submit Case #3 (An Offer from Down Under)
Mar. 29	Read Ch. 14 & 15; prepare for class discussion and exercise on Chiquita case (p. 521)	Human resource selection & development; labor relations (Ch. 14 & 15)	Term project due at last class Final exam (Ch. 8-15) due April 3