

AUGSBURG COLLEGE

DEPARTMENT OF BUSINESS ADMINISTRATION

BUS 465 – International Management

Spring Trimester, 2009

Professor: William M. Arden

Phone: (612) 330-1638

Class Hours: 6 PM – 10 PM

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Office hours: By appointment (but I'm flexible)

Office: Memorial Hall 313A

Text: International Management, 7th Ed. Authors: Luthans & Doh. McGraw-Hill Irwin, ISBN 978-0-07-338119-0

Grading and Requirements

In-class exercises / class participation in discussion	50 points
Written case studies (2 @ 50 points each)	100 points
Mid-term exam (take-home, open book)	100 points
Final exam (take-home, open book)	100 points
Term project	<u>150 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

Two case studies are assigned. These are, of course, individual assignments. You will submit a paper (500 words maximum; 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 as well as any other resources you find helpful. You will be expected to use the material we've discussed, and the concepts in the text, in your answers. Answers should be between 250-500 words per question.

Term Project

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

Your project is to develop a briefing package for an expat 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 (male or female – your choice) 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 in that country:

1. Cultural issues and concerns, for both managing *and* living.
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. Use APA format for your report and references.

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 health or personal emergencies will be accommodated. If at all possible, please inform me of absences in advance of class.
- 4 Attendance and class participation is crucial for this course – it's only seven sessions long.
- 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, turn off all cell phones while you are in class.

Class Schedule – BUS 465, Spring Trimester 2009

Class Date	Preparation for class	Class Topics	Assignments Due (by beginning of class)
April 7	Read Chapters 1-3	Review of international business concepts (Ch. 1-3)	
April 21	Read Chapters 4 & 5	Discuss <i>Beijing, Here We Come!</i> case The role of culture (Ch. 4 & 5)	Submit Case #1 (Beijing, Here We Come!)
May 5	Read Ch. 6 & 7	Culture, continued (Ch 6 & 7)	
May 19	Read Ch. 8 & 9; prepare for class discussion and exercise on Euro Disneyland case (p. 229)	Discuss <i>Euro Disneyland</i> case Strategy, entry strategies, organizational structure (Ch. 8 & 9)	Mid-term exam (Ch. 1-7) due
June 2	Read Ch. 10 & 11; prepare for class discussion and exercise on HP-Compaq case (p. 337)	Discuss <i>HP-Compaq</i> case Political risk, government relations, alliances; management decision & control (Ch. 10 & 11)	
June 9	Read Ch. 12 & 13	Discuss <i>An Offer from Down Under</i> case Motivation and leadership across cultures (Ch. 12 & 13)	Submit Case #2 (An Offer from Down Under)
June 23	Read Ch. 14 & 15; prepare for class discussion and exercise on Chiquita case (p. 530)	Discuss <i>Chiquita</i> case Human resource selection & development; labor relations (Ch. 14 & 15)	Term project due Final exam (Ch. 8-15) due midnight, June 26