

THE WOMEN'S COLLEGE OF THE UNIVERSITY OF DENVER
COURSE NUMBER: MGMT 2425-1

COURSE TITLE: INTERNATIONAL MANAGEMENT

Quarter/Year: Day/Time: SUMMER Quarter 2008; Sunday: 1:30-5:30 p.m.

Class Session Dates (month and day): 6/22; 6/29; 7/13; 7/20; 8/3; 8/10; 8/24

INSTRUCTOR'S NAME: Vi Narapareddy

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**Prerequisites: MATC 1100
ECON 1032
MGMT 2805**

Students are responsible for completing course prerequisites before registering for a class. Students may be removed from a course for which they have not fulfilled the prerequisite course work.

COURSE DESCRIPTION:

It is common knowledge that we now live in a global economy and international business is critical to the survival and success of companies from around the world. This course centers on the management of international operations. The main focus of this course is on exploring the cultural, economic and managerial issues critical for doing business in a multinational context. Unique situations in the form of cases will be discussed with the goal of exposing students to the dynamic, challenging, and complex world of corporate strategic decision-making amidst global competition.

COURSE OBJECTIVES:

- A. Understand the management of international operations.
 - B. Appreciate the theory and concepts that form the basis for international trade and foreign direct investment.
 - C. Comprehend the importance of culture in managing successful foreign operations.
 - D. Develop a thorough understanding of the various issues involved in the effective management of various functional areas of a multinational organization.
 - E. Evaluate the economic, political, and market-based risks arising out of a constituent-based managerial approach.
 - F. Examine the various strategic paths that lead to effective management of trade and competition in a global economy.
 - G. Apply important theories and concepts in an integrative manner and develop a comprehensive framework for formulating and implementing strategy in a global context.
 - H. Consider issues of ethics, corporate social responsibility, and local responsiveness in multinational strategy and policy.
 - I. Develop effective decision-making and communication skills required to succeed in the intensely competitive global market place.
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ACADEMIC INTEGRITY:

The Women's College fully endorses the University of Denver's Honor Code and the procedures put forth by the Office of Citizenship and Community Standards. Academic dishonesty—including plagiarism, cheating, and falsification of data and research—is in violation of the code and will result in a failing grade for the assignment or for the course.

As student members of a community committed to academic integrity and honesty, it is your responsibility to become familiar with the DU Honor Code and its procedures (www.du.edu/honorcode).

COURSE REQUIREMENTS (including points per requirement and total points):

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|------------------------|-----|
| 1. Class participation | 10% |
| 2. Quizzes | 50% |
| 3. Research Project | 30% |
| 4. Presentations | 10% |
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COURSE POLICIES:*

In this section you may want to include your policies regarding grading, attendance, submission of course work, and the granting of the incomplete ("I") grade. For example, please see the following sample policies.

ATTENDANCE AND PARTICIPATION POLICY: Attendance is mandatory. Participation points will be given only for meaningful participation.

WRITTEN ASSIGNMENTS: Assignments are due when indicated. NO LATE ASSIGNMENTS WILL BE ACCEPTED. Graded assignments will be returned a week after they are submitted.

INCOMPLETE POLICY: A grade of incomplete will be granted only under special circumstances and will not be automatically granted for absenteeism.

COURSE TEXTS AND MATERIALS:

REQUIRED: *International Business*, Czinkota et al. Harcourt College Publishers, 7th edition (**IB**)

COURSE SCHEDULE

REQUIREMENTS FOR THE FIRST CLASS (e.g. readings for discussion):

Read chapters one and three from the text book. There will be a quiz on chapters 1 & 3 on the first day of class.

Class Date Class Topics

Session One: (06/22/08)

Introduction, expectations, and research assignments.

MODULE 1: WHY EXPAND INTERNATIONALLY?

Read: IB, chaps. 1 & 3

Quiz 1

Session Two: (06/29/08)

MODULE 2: BUSINESS-GOVERNMENT DYNAMICS

Read: IB, chaps. 4, 6, & 8

One-page research proposals are due today

Quiz 2

Session Three: (07/13/08)

MODULE 3: THEORIES OF TRADE & INVESTMENT

Read: IB, Chap. 5

Quiz 3

Session Four: (07/20/08)

Competitive Advantage of Nations

NAFTA

Session Five: (08/03/08)

MODULE 4: ENTRY STRATEGIES, CULTURE & RISK IN OVERSEAS OPERATIONS

Read: Chaps. 2 & 11

“Strategic Bets” article by Narapareddy et al.,

Case # 1: EuroDisney

Quiz 4

Session Six: (08/10/08)

MODULE 5: GLOBAL MARKETING, HRM & SUSTAINABILITY

Read: IB, chap. 14 & 19

Case #2: McDonald’s in India

Quiz 5

Case #3: Bicycles for India

Session Seven: (08/24/08)

Mock Negotiations

RESEARCH PROJECTS ARE DUE TODAY

Class Participation (10%): It is my view that students enhance in-class learning significantly when there is active participation. I follow a very interactive approach to teaching and expect student to study all assigned materials before coming to class, and enthusiastically participate in the class-room discussion of cases as well as the conceptual materials assigned for the day. Your individual input and quality of your contribution to learning in class will earn you up to 10% of the total grade. Your participation grade will be based on the quality of your participation. Mere attendance or superficial participation will not give you any participation points. Failure to attend class will not only earn you a zero on your participation grade for the day, but it will also put you behind in understanding and integrating materials covered in class.

Research project (30%): The research project includes two themes, the home/host country environments and the company. You are expected to develop a thorough understanding of the home and host countries your company operates in. Your responsibility is to research, collect, and examine the history, government, laws, society, customs, culture, and other unique aspects of the country and its people in addition to a thorough analysis of the international/multinational company of your choice. The final report should be **30 pages** long (typed in double

space), excluding appendices. The content and appropriate format for this report will be given in a separate handout and will also be discussed in class. I will give you a set of questions to guide your research. However, the text book chapters assigned for reading, class and case discussions will provide you with additional tools to guide you in developing the unique insights you will have to present in your research report.

Your individual grade for the written assignment will depend upon your contribution to the team's effort in compiling, evaluating, synthesizing, writing, and presenting the information required for this assignment. Peer evaluation forms will be circulated in class.

Presentations(10%): You will have an opportunity to present your findings. This presentation is worth 10% of your grade. Your team will be graded on the knowledge you demonstrate and your creativity in the cultural experience you will provide during your presentation/negotiations.

Your individual grade for the written assignment and oral presentation will depend upon your contribution to the team's effort in compiling, evaluating, synthesizing, writing, and presenting the information required for this assignment. Peer evaluation forms will be circulated in class.

Quizzes(50%): Each class period will start with a quiz on the chapters, cases, and additional reading materials assigned for that day. It will ONLY be administered on the day listed in your class schedule. Each quiz will be worth 10% of your grade. A total of five quizzes will be administered via Blackboard. You are required to bring your laptop to complete the quizzes.

Your professor reserves the right to include additional reading materials during the course of the quarter and make necessary changes to the syllabus. Any additions or changes will be notified at least one day in advance. You are encouraged to keep in touch with the instructor by meeting her, in person, during the office hours or by making an appointment at a more suitable time. You may also contact her by e-mail (at vnarapar@du.edu). Questions on your performance and grades are welcome at any time throughout the quarter. **YOUR GRADES MAY NOT BE POSTED ON BLACKBOARD.**