

International Management

MAN 6601-901

Spring 2023, 3 credit hours

Reference Number 20460

I. **Instructor:** Dr. Charles Michaels **E-mail:** michael@usf.edu

Office: BSN 3408 Home Phone: (813) 949-4115

You may call my home (8 A.M. to 7 P.M.) on weekdays.

Office Hours: after class or by appointment

Class meets: 6:30 until 10:15 on Tuesday nights in BSN 123 for 12 weeks.

II. **Course Description:**

The course examines how interpersonal multinational business practices and decisions are affected by cultural differences. In addition the course will cover international strategy and behaviors needed.

Catalog Description: A study of the characteristics of the international and multinational company, environmental constraints, personnel and labor relations factors, and strategic planning and policies.

III. **Course Rationale:**

Cultural differences are real. What works in one place may not work in another. As business globalizes, the cultural diversity of the workforce expands significantly. International students are encouraged to share their experiences with the class.

IV. **Texts:**

Luthans, Fred and Doh, Jonathan, **International Management, Culture, Strategy, and Behavior**, McGraw Hill Education, New York, NY, 2018,
ISBN10 1259705072, ISBN13 9781259705076

The newer 11th edition is also fine, but much more expensive.

Trompenaars, Fons and Hampden-Turner, Charles, **Riding the Waves of Culture**, McGraw-Hill, New York, N.Y., 2012. ISBN: 978-0-07-177308-9 Any edition of this book is fine, I rather like the 3rd.

Both of these books are available online fairly cheaply.

V. **Evaluations of Student Performance:**

There will be two (2) exams during the semester. Each exam will consist of several long essay questions. Exams will be discussed in class before each test. **There will be no make-up exams.** Students not able to take a scheduled exam for a **legitimate** reason must notify the instructor **in advance** so that a separate exam can be arranged. If you miss a test, you will be required to do a library research project (20-25 pages typewritten) in its place. All materials including lectures, readings, class exercises, discussions, and group presentations are fair game for exams. In addition, students will be divided into teams which will complete a group project to be presented to the class. Group participation grades will

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consist of the average of the grades given to you by the other members of your group. Standard USF plus or minus grades will be given for the final grade Except for the grade of "A".

The points given to each assignment will be as follows:

<u>Assignment</u>	<u>Points</u>
Exam I	120
Exam II	120
Group Project/Presentation	50
Group Participation	<u>10</u>
Total Points	300

Grading Scale (%)

90 – 100	A	70 – 73	C-
87 – 89	B+	67 – 69	D+
84 – 86	B	64 – 66	D
80 – 83	B-	60 – 63	D-
77 – 79	C+	0 – 59	F
74 – 76	C		

Grade Changes: Any student that would like to appeal the grade they received for a test or project should see me immediately. Don't wait until the end of the semester if you feel your grade is wrong. If you wish to appeal your final class grade, you must contact me within one month of the start of the following semester. There are no extra credit projects.

Plagiarism: Plagiarism will not be tolerated. Students caught plagiarizing other peoples work will be dealt with according to the official University policy. All materials taken from electronic sources must be properly referenced.

Attendance: I expect students to attend classes weekly. You do not have to contact me if you are unable to attend. The exception to this is nights of exams or your group's presentation. Lectures will be recorded is you cannot attend during class time.

Emergencies: In the event of an emergency, it may be necessary for USF to suspend normal operations. This class will continue online to the best of my ability.

Disabilities: "Students with disabilities are responsible for registering with Students with Disabilities Services in order to receive academic accommodations. SDS encourages students to notify instructors of accommodation needs at least 5 business days prior to needing the accommodation. A letter from SDS must accompany this request."

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VI. Team Project/Presentation: The class will be divided into teams. Each team is responsible for choosing a country/culture and developing a class presentation based on that country/culture. A paper will accompany the presentation. The paper should be as long as needed to cover the topic. Presentations will be graded on the following:

1. Introduction: Highlight the geographic and cultural background (e.g. Location, population, Religion, beliefs and attitudes). History should be included to the extent that it influences the culture (e.g. Native American and Catholic influences on fatalism in Mexican culture.) (10%)
2. What are the country's cultural values? If possible, I expect you to go beyond Hofstede's and Trompenaars' dimensions and try to tell the class what the culture is really like. (20%)
3. What cultural problems might arise and how do you plan to deal with them so as to minimize their impact? (30%)
4. Practical advice for doing business in that country. (20%)
5. Professionalism of presentation and written report. (20%)

The presentations are to last approximately 50 minutes and will be followed by a question and answer session. Each team member will receive individual feedback on their presentation style. Since this is a group project, all members of a group will receive the same group score for the project. Group participation scores will be assigned by group members to each other.

VII. Course Goals: It is expected that this course will provide the student with an understanding of: 1.) the dimensions of culture and how they effect the conduct of global and domestic business, 2.) how people behave in organizations across cultures and some strategies for handling yourself and managing others, 3.) how culture influences international negotiations, and 4.)ethical issues facing international businesses and corporations' responsibility to society.

VIII. Course Learning Outcomes:

THE STUDENT SHOULD BE ABLE TO:

1. Define and discuss Hofstede's dimensions of culture and discuss ways to overcome differences between differing cultures.
2. Define and discuss Trompenaars' dimensions of culture and discuss ways to overcome differences between differing cultures.

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3. Discuss the International business environment and how it differs from the domestic environment. This should include tariff and non-tariff trade barriers as well as other obstacles that effect risk levels in international trade.
4. Discuss barriers to international communications and how to overcome them.
5. Discuss differing styles of motivation, leadership, and decision making existing across different cultures and how they effect global management. Determine a strategy for managing in cultures different than your native culture.
6. Discuss how international negotiations differ from domestic negotiations and be able to develop a strategy for conducting cross-cultural negotiations.
7. Research a specific country's culture and business environment and report to the class as part of a group project/presentation.

IX. Course Outline and Assignment Schedule

The course will be taught using lecture and class discussion. In addition, the group presentations will allow us to learn specific details of how business is conducted in a variety of cultures around the world.

<u>Meeting</u>	<u>Topic or Activity</u>	<u>Assignment</u>
Feb.. 7	Introduction, and Admin. Matters Meanings/Dimensions of Culture	Luthans Chapt. 4, 5 International Operations and Strategy
14	Relationships, Rules, and Social Orientation	Tromp. Chapt. 1-5 Hofstede Synopsis on Canvas
21	Feelings, Involvement, and According Status Orientation to Time and Nature, Organizational Culture	Tromp. Chapt. 6 - 10
28	Exam I	Luthans Chapt. 4, 5 Tromp. Chapt. 1-10
Mar. 7	The International Business Environment, Multi-cultural Teams & Diversity	Luthans Chapt. 2, 6
14-20	Spring Break	Enjoy!

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<u>Meeting</u>	<u>Topic or Activity</u>	
Mar. 21	Global Leadership, Motivation, Decision Making	Luthans Chapt. 11, 12, 13
Mar. 28	Cross-cultural Negotiation, and Communications In-class experiential exercise	Luthans Chapt. 7
Apr. 4	International Operations and Strategy, Cross-cultural Transitions	Luthans Chapt. 8, 9, 14
11	Exam II	Luthans Chapt. 2, 6-9, 11-14
18	Presentation No. 1 Group No. __ Country: _____ Presentation No. 2 Group No. __ Country: _____ Presentation No. 3 Group No. __ Country: _____	
25	Presentation No. 4 Group No. __ Country: _____ Presentation No. 5 Group No. __ Country: _____ Presentation No. 6 Group No. __ Country: _____	
May 2	Presentation No. 7 Group No. __ Country: _____ Presentation No. 8 Group No. __ Country: _____ Presentation No. 9 Group No. __ Country: _____	