**Syllabus**

**MGT 3661 Advanced Concepts in International Business**

**Georgia Tech**

**Fall 2012**

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Office hours: Tuesdays and Thursdays, 10:30 am to 11:30 am and by appointment

Office: College of Management Building, Room 491

Class time/location: 3:05 pm - 4:25 pm Tues/Thurs, College of Management (Tech Sq) Room 221

## Required Texts and Reading Materials:

**Text:** International Management: Managing Across Borders and Cultures by   
Helen Deresky

**Website:** All should log in to the T-Square website for this course. This will serve   
 the primary method for distribution of assignments, supplementary   
 readings, and the like.

Course Overview and Objectives

Management 3661 is designed to provide a detailed view of key issues and topics in international business:

* Assessing International Business Risk
* International Business Ethics and Corporate Social Responsibility
* Cross-cultural Management
* Developing and Implementing International Business Strategy
* Global Human Resources Management and International Job Finding Techniques

Learning Objectives:

1. Gain the ability to look at and compare various countries as potential business targets in a systematic and holistic fashion.

2. Develop an increased sensitivity of the cultural differences between countries and understand how these differences impact everyday business

3. Increase awareness and understanding of real-life

Supplementary Student Support Materials:

Twitter: Follow the Georgia Tech CIBER Twitter Account @GTCIBER – to learn about upcoming International Business events on campus and off sponsored by the Center for International Business Education and Research. I will also post at least one news story per week to T-Square related to issues in International Business for discussion at the next class period.

The required text will be supplemented by outside readings from selected periodicals and journals. Regular reading of Google News or a similar news aggregator site will help students understand the latest global business developments. Additionally the Global Edge website maintained by the Center for International Business Education and Research at Michigan State University (<http://globaledge.msu.edu>) is a valuable resource.

**Student Role and Criteria for Evaluation of Student Work…Grading**

This course will provide a variety of opportunities to learn new facts, develop new skills and explore new ways of thinking. Final grades will reflect an evaluation of knowledge gained, skills developed and perspectives explored. It is my philosophy to reward sustained performance therefore the work is spread evenly throughout the term of the course.

Final grades will be determined as follows:

* Quizzes Assignments and Class Contribution: 20%
* Mid Term Exam 20%
* Case Study presentation 20%
* Final Exam: 40%

The following grading scale will be used in the course:

* 90-100%: A
* 80-89%: B
* 70-79%: C
* 60-69%: D
* below 60%: F

**Class Contribution, Quizzes and Assignments**

20% of your grade will be based on a combination of overall contribution to the class, pop-quizzes given randomly throughout the program and some assignments. As indicated earlier in this Syllabus this class is a combination of traditional class pre-reads and lecture/discussions, videos, and guest speakers. Participation in class discussions is important to understand and clarify text and class material and essential to the entire class experience.

**Contribution and Attendance:** Regular attendance is **STRONGLY** recommended, as there most of the material referenced on exams will be covered in class discussion – and sometimes this is the ONLY place where you will get some material. If you are unable to attend a class, **YOU** are responsible to get the material covered in class. The most effective way to do this is to have a trusted classmate take notes for you. If you are not in attendance when a pop quiz is given, you **WILL NOT** be permitted to make it up. Your lowest quiz grade will be automatically dropped.   
  
Class participation is also **STRONGLY** recommended. I believe that you remember and retain most what you yourself say in class, and second what your classmates say. Expressing opinions is encouraged, but those opinions must be logical and you must have facts to back them up. Attacking of individuals will never be tolerated, but vigorous informed debate of the issues is welcome and encouraged.

**Quizzes and Assignments:** Quizzes will be given at the instructor’s discretion in approximately one third of the class sessions for which reading has been assigned. Each quiz will consist of four or five multiple-choice or short answer questions. You will be permitted to drop your lowest quiz. **If you miss a class in which a quiz is given, your score on that quiz will be zero.**

It is also anticipated that there will be two or three short assignments during the course of the program. Each assignment will be scored as the equivalent of one quiz however, each assignment **must be submitted online in T-Square**.

**Assignment 1:** There will be a personal assessment exercise

Completing this assignment within the specifications and on time will be scored as the equivalent of a perfect score on one quiz. Bios that are submitted late, or are "off-spec," will have points deducted in accordance with the late assignment policy detailed in this syllabus.

**Case Study**

The text contains 12 real-world business cases. Students should select one case and two alternates from the available cases for presentation. Students should read the cases, analyze the issues, answer the questions at the end of the case, and present the findings as a PowerPoint presentation at the assigned date in the syllabus.

## Exams

There will be one mid-term exam during the semester, plus a final exam. The final exam will be cumulative, although greater emphasis will be placed on material covered in the second half of the class.

The exams will consist of multiple choice, true/false, and short answer questions based on course content taken from the class pre-reads, lecture notes**,** and important points raised in the videos and guest speaker sessions as well as one or two essays. The Mid-Term exam will be on October 9th**.** The final exam will be given only at the time scheduled by Georgia Tech. Students will be required to take the exams during the scheduled exam times, the week of December 10th.

## Other Course Policies

**Attendance:** Regular attendance is **STRONGLY** recommended, as there will be material referenced on exams covered in class discussion. If you are unable to attend a class, **YOU** are responsible to get the material covered in class. The most effective way to do this is to have a classmate take notes for you. If you are not in attendance when a pop quiz is given, you **WILL NOT** be permitted to make it up. If you know you will be unable to attend, sending an e-mail to the professor **BEFORE** the beginning of class will allow the instructor to exercise some flexibility.

**Late Assignments:** All assignments are to be completed and submitted on time. Those submitted late will be deducted 25% if submitted by the next class period and 50% by the class period after that. Assignments submitted more than two class periods late will not be accepted.

**Honor Code:** Students should abide by the Georgia Tech Honor Code.

**Laptops:** Students may use their laptops for taking notes in class during the lectures **BUT** must contribute to the class discussion and may not be a distraction to those around them. Students will not be permitted to have laptops open during guest speaker or video sessions. Please also note that having a laptop open will make the user more prone to be “cold called” in class.

**Cell Phones and other electronics:** All cell phones, including multifunction devices like smartphones, as well as any other electronics should be turned off in class. Devices to assist those with recognized handicaps are naturally exempt.

**Open Door Policy:** If you have any issues or problems that are getting in the way of your success in the course, please let me know. I will be happy to meet with you to discuss possible solutions. To arrange a meeting, send me an email or see me in class. Please be prepared to suggest several optional times to meet.

**T-Square/Changes to the Syllabus:** Every attempt will be made to use T-Square for all class information and communications. Be sure to check it regularly for the latest assignments and class information.

T-Square will be used as follows:

* PowerPoint visuals scheduled to be used in class will be posted on T-Square, usually an hour or so prior to each class session.
* Also posted will be quiz grades, exam grades, and assignments. It is the responsibility of each student to check the entries from time to time during the semester and to advise the instructor if there are errors.
* Class announcements
  + Guest Speakers
  + Changes to assignments or schedule
  + Required and optional additional readings

***Failure to check T-Square for the latest class information is not an acceptable excuse.***

Assignments:

**Part I: The Global Manager’s Environment**

Week 1: August 21st

Review of Class Requirements and Procedures

Syllabus Review

Introductory exercises and discussion

August 23rd

Chapter 1: Assessing the Environment- Political, Economic, Legal, Technological

Week 2 August 28th

Chapter 1: Assessing the Environment- Political, Economic, Legal, Technological

August 30th

Chapter 2: Managing Interdependence: Social Responsibility and Ethics

Week 3 September 4th

Chapter 2: Managing Interdependence: Social Responsibility and Ethics   
 **International Business Ethics Exercise**

September 6th

**Case Presentation**

**(As selected)**

**The Bribery Scandal at Siemens AG**

**Microsoft’s Partnership with UNHCR-Pro Bono Publico**

**Nokia: Business Interests vs. German Pressures**

**Part II: The Cultural Context of Global Management**

Week 4 September 11th

Chapter 3: Understanding the Role of Culture

September 13th

Chapter 3: Understanding the Role of Culture

**Cross-cultural exercise**

Week 5 September 18th

Chapter 4: Communicating Across Cultures

September 20th

Chapter 4: Communicating Across Cultures

Week 6 September 25th

Guest lecture (TBD)

September 27th

Guest lecture (TBD)

Week 7 October 2nd

Chapter 5: Cross-cultural Negotiation and Decision Making

October 4th

Chapter 5: Cross-cultural Negotiation and Decision Making

Guest Speaker: Bob Pickens

Week 8 October 9th

**Midterm Exam**

October 11th

Cross-cultural film

Week 9 October 16th

FALL BREAK – NO CLASS

**Part III Formulating and Implementing Strategy for International and Global Operations**

October 18th

**Case Presentation**

**(As selected)**

**MTV Networks: The Arabian Challenge**

**Google’s Country Experiences: France, Germany, Japan**

Guest Speaker – Mark Manella

Week 10 October 23rd

Chapter 6: Formulating Strategy

**Strategy Exercise**

October 25th

Chapter 7: Global Alliances and Strategy Implementation

Week 11 October 30th

Chapter 7: Global Alliances and Strategy Implementation

November 1st

Chapter 8: Organization Structure and Control Systems

Week 12 November 6th

Chapter 8: Organization Structure and Control Systems

**Part IV: Global Human Resources Management**

November 8th

**Case Presentation**

**(As selected)**

**eBay in Japan**

**2009 Chrysler-Fiat Strategic Alliance**

**Alibaba: Competing in China and Beyond**

**ABB: Strategic Rise, Decline and Renewal**

Week 13 November 13th

Chapter 9: Staffing, Training, and Compensation for Global Operations

November 15th

Chapter 9: Staffing, Training, and Compensation for Global Operations

Week 14 November 20th

TBD

November 22nd

Thanksgiving – No Class

Week 15 November 27th

Chapter 10: Developing a Global Management Cadre

November 29th

Chapter 11: Motivating and Leading

Week 16 December 4th

**Case Presentation**

**(As selected)**

**Ratan Tata: Leading the Tata Group**

**Carlos Ghosn: Multicultural Leader as CEO of Nissan and Renault**

December 6th

Review

Week 17 **Final Exam**

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