

# BUSI 1301 – Business Principles in a Global Economy

Professor: Dr. Joseph L Thompson



# Semester Contact Information for Professor Thompson

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## Required Texts

The Syllabus (This is the most important document in the course. Students must keep up to date with the syllabus. If changes need to be made, the professor or your TA will inform students. )

Geringer - International Business (3rd edition) with Connect Plus.

Some topics require additional readings and videos. Those readings and videos will be located in the appropriate topic folder

## Recommended Readings

- Each student should acquire a copy of the classic book on writing style, *The Elements of Style* by William Strunk and E.B. White. This book will help all students learn how to write effectively for all writing inside and outside of college.
- Anyone involved in global business should be aware of business resources that provide information on industries, companies, markets, and more. Students should also pay close attention to media outlets for up to the minute stories that can have a dramatic impact on international businesses. The following library resources are highly recommended and should be used by each student when conducting research on the international business environment. These sources can be accessed via the UH library by using your CougarNet ID to log in. Click on the link (<https://guides.lib.uh.edu/business>) for more details about each of these sources.





## Mental Health

Counseling and Psychological  
Services

<http://www.uh.edu/caps>

(713) 743-5454

Let's Talk Program

(no appointment necessary):

[http://www.uh.edu/caps/  
outreach/lets\\_talk.html](http://www.uh.edu/caps/outreach/lets_talk.html)



# Video Lecture Recording Link

The link below is a recording of the Organizational Design and Control Lecture that I gave during the Spring 2023 semester.

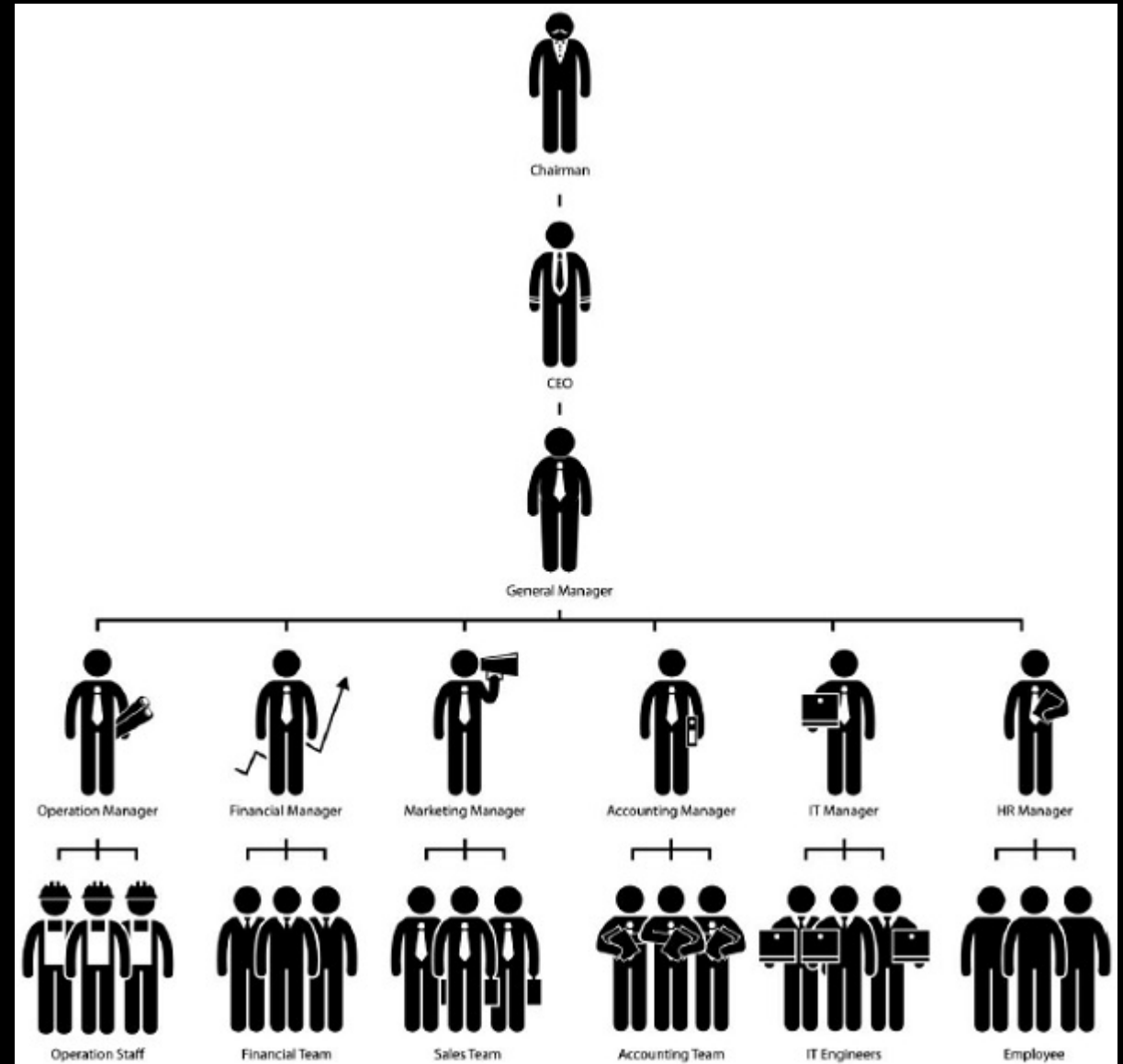
**Students should refer to the syllabus to see all lecture notes, readings, and assignments (required and recommended) associated with this lecture.**

<https://uh-edu-cougarnet.zoom.us/rec/share/qfrzcllvRSAPFSAYg83gd4sgQpsnOA3PSmh8Q5NTCSknhNVk5GD5eDUjhHEBTtM.wMPGR2bU-v3MMTPd>

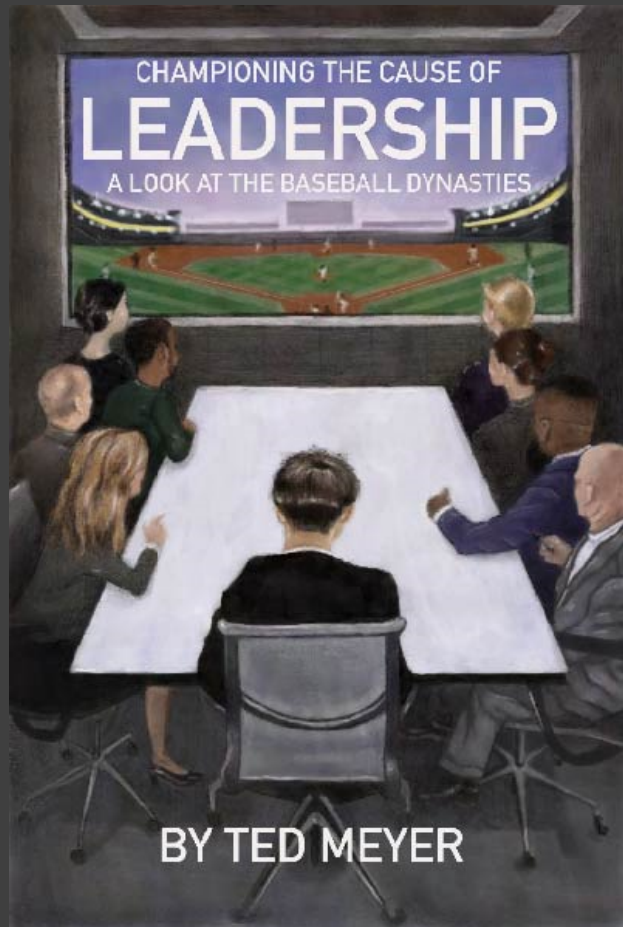
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# Organizational Structure

- Organizational structure aligns and relates parts of an organization, so it can achieve its maximum performance. The structure chosen affects an organization's success in carrying out its strategy and objectives. Leadership should understand the characteristics, benefits and limitations of various organizational structures to assist in this strategic alignment.
- 
- Organizational Chart ----->>>>>>>>>



# Team Leadership and Qualities of Effective Organizations



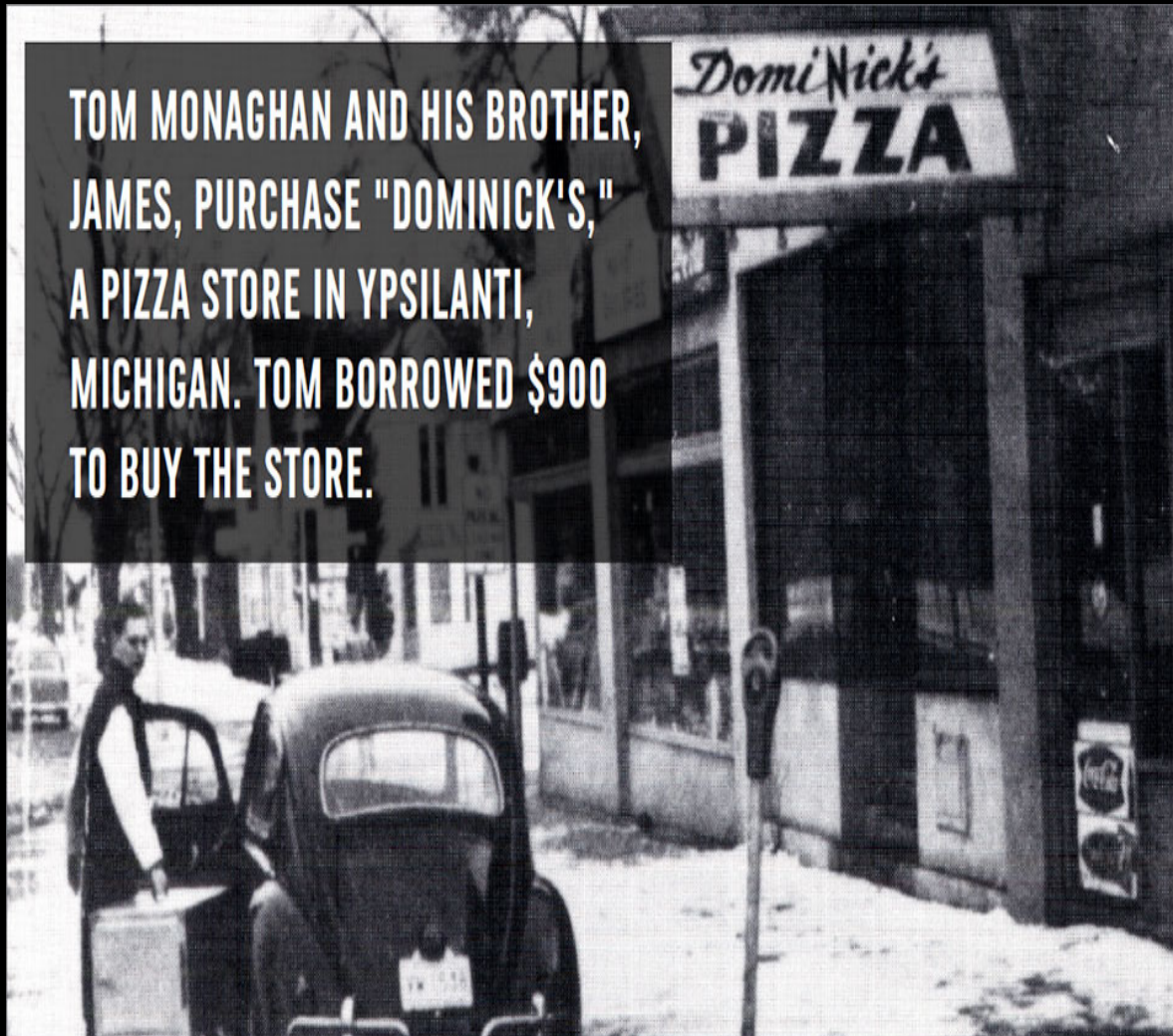
Ted Meyer is a highly rated labor and employment lawyer who represents organizations nationwide in matters relating to leadership and organizational excellence. He has counseled some of the largest employers in the world on how to improve their organizations and has done similar work for smaller teams and groups including churches and non-profits.



# Four elements need to be considered when designing the structure of an international company

- **Product and Technical Expertise for the company's different businesses**
- **Geographic Expertise on the countries and regions in which the company operates**
- **Customer Expertise to gauge the similarity of client groups, industries, market segments, or population groups that transcend the boundaries of individual countries or regions**
- **Functional Expertise in the company's value chain activities**

# Domino's Pizza -- <https://biz.dominos.com/about-us/around-the-world/>



## Domino's International Footprint

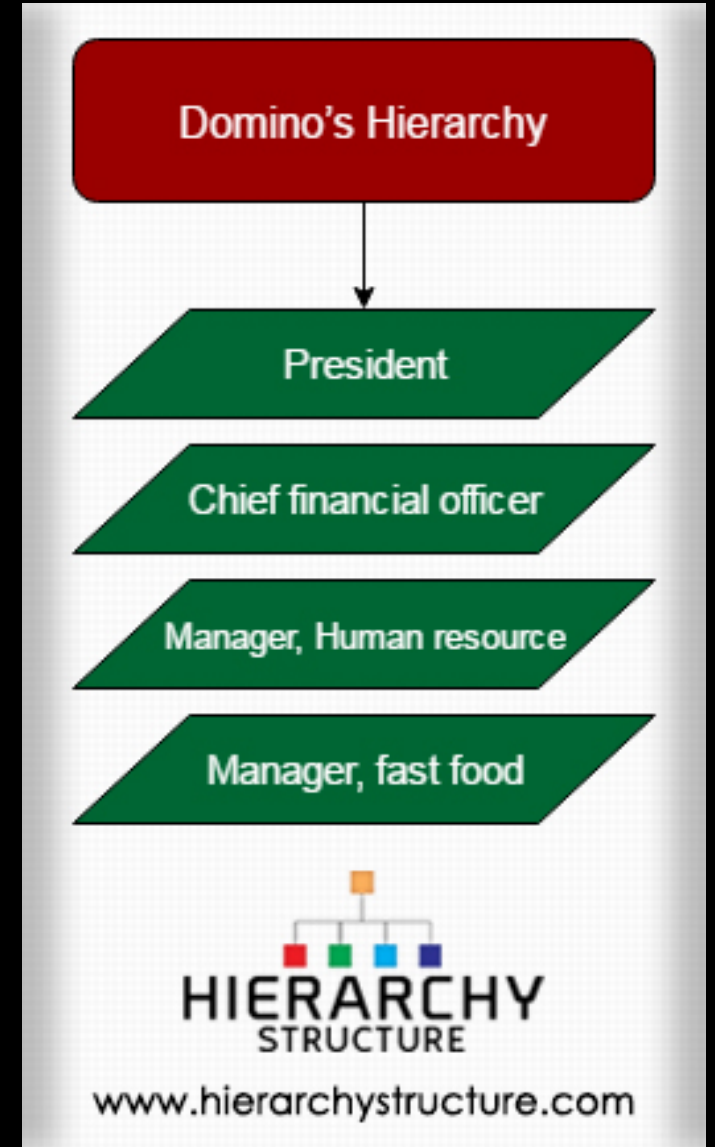
- 1 million customers around the world enjoy hot, delicious Domino's products every day
- As the largest pizza company in the world, Domino's is in more than 90 international markets



## Hierarchical structure

In a hierarchical organizational structure, employees are grouped and assigned a supervisor.

It is the most common type of organizational structure.



# Common types of International Business Organizational Structures

## Organizational Structures

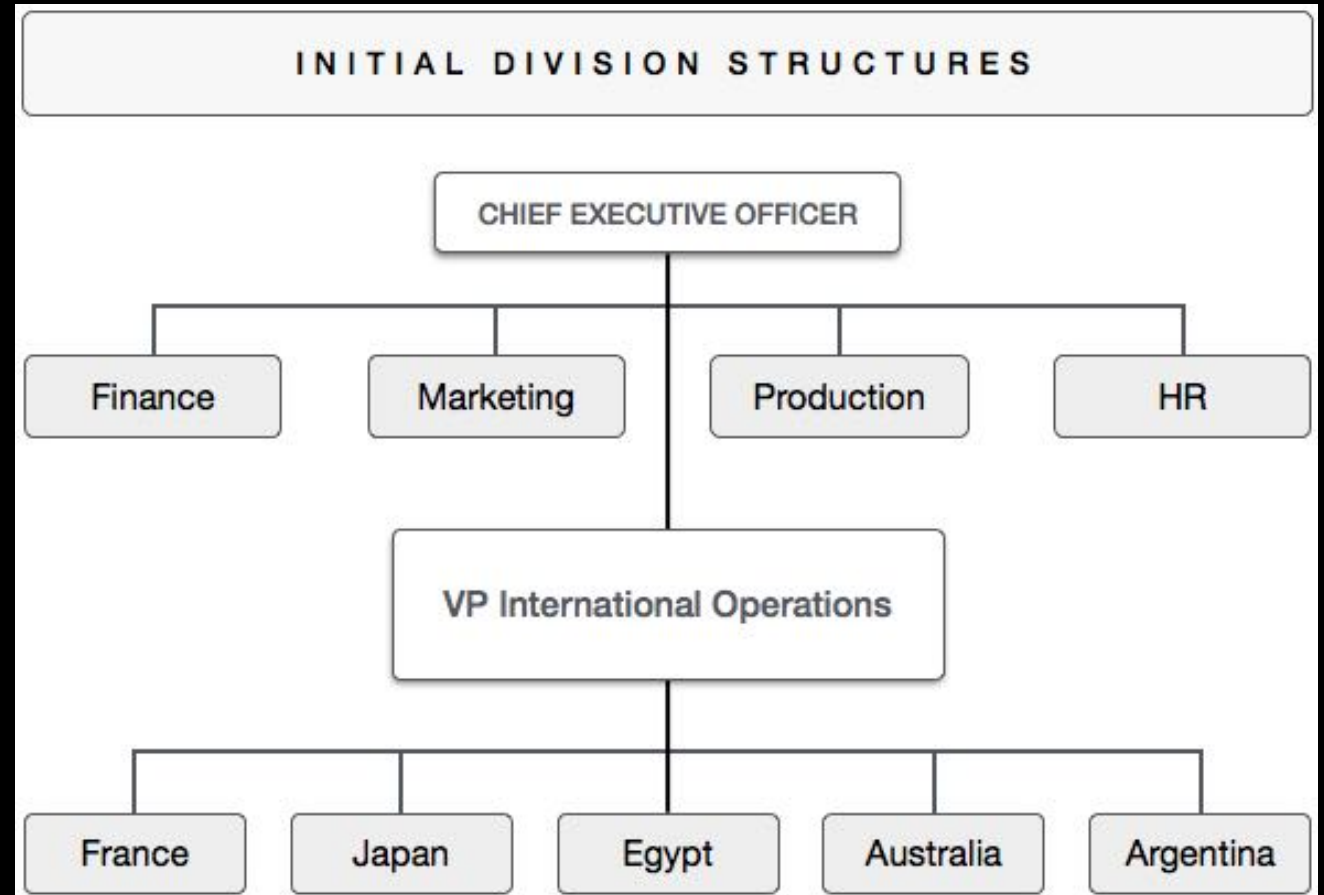
Any international business organization, depending on its requirements and operations, would have an organization structure to streamline all its processes.





# Common types of International Business Organizational Structures

Initial division structures are common in subsidiaries, export firms, and on-site manufacturers.

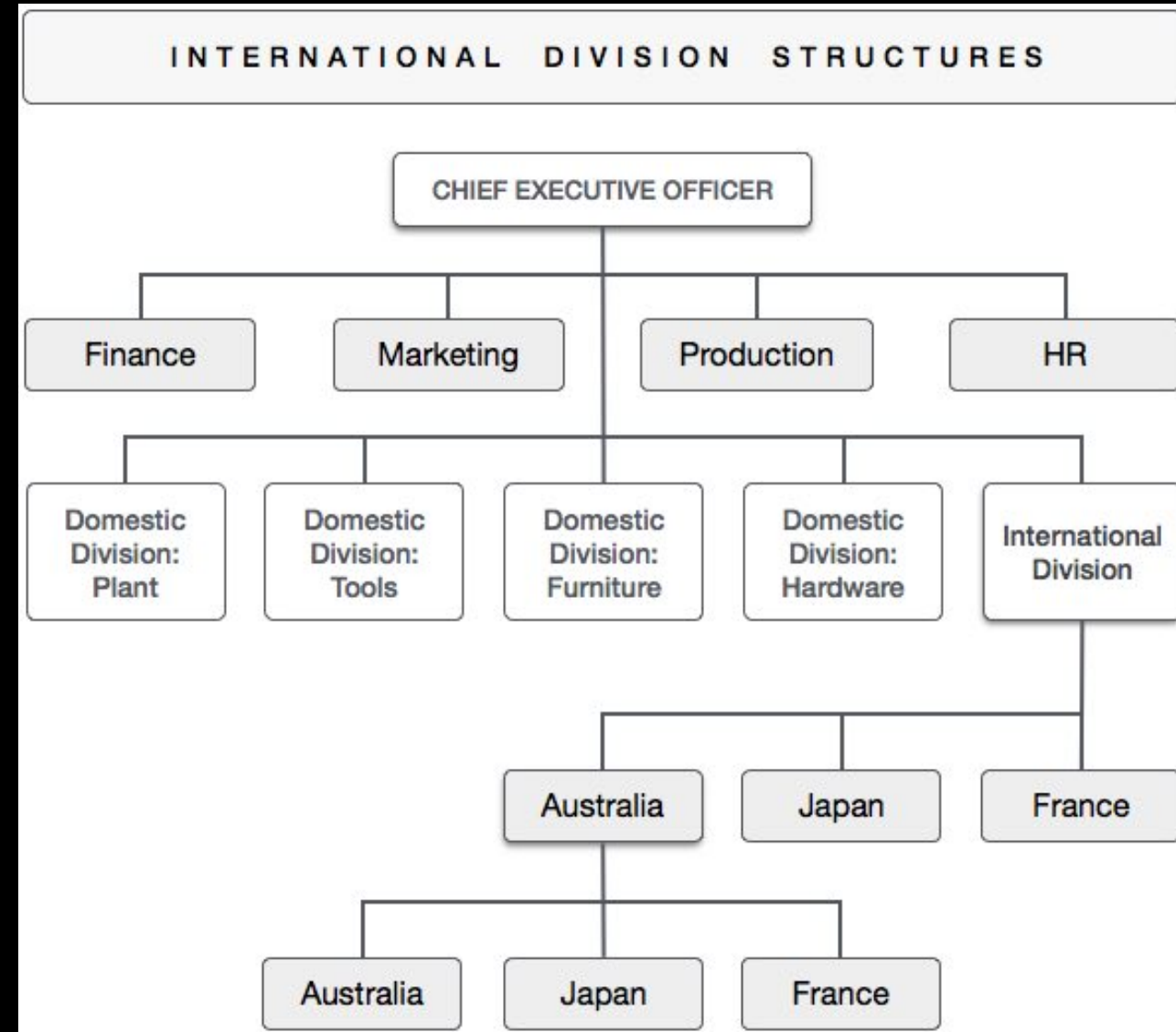




# Common types of International Business Organizational Structures

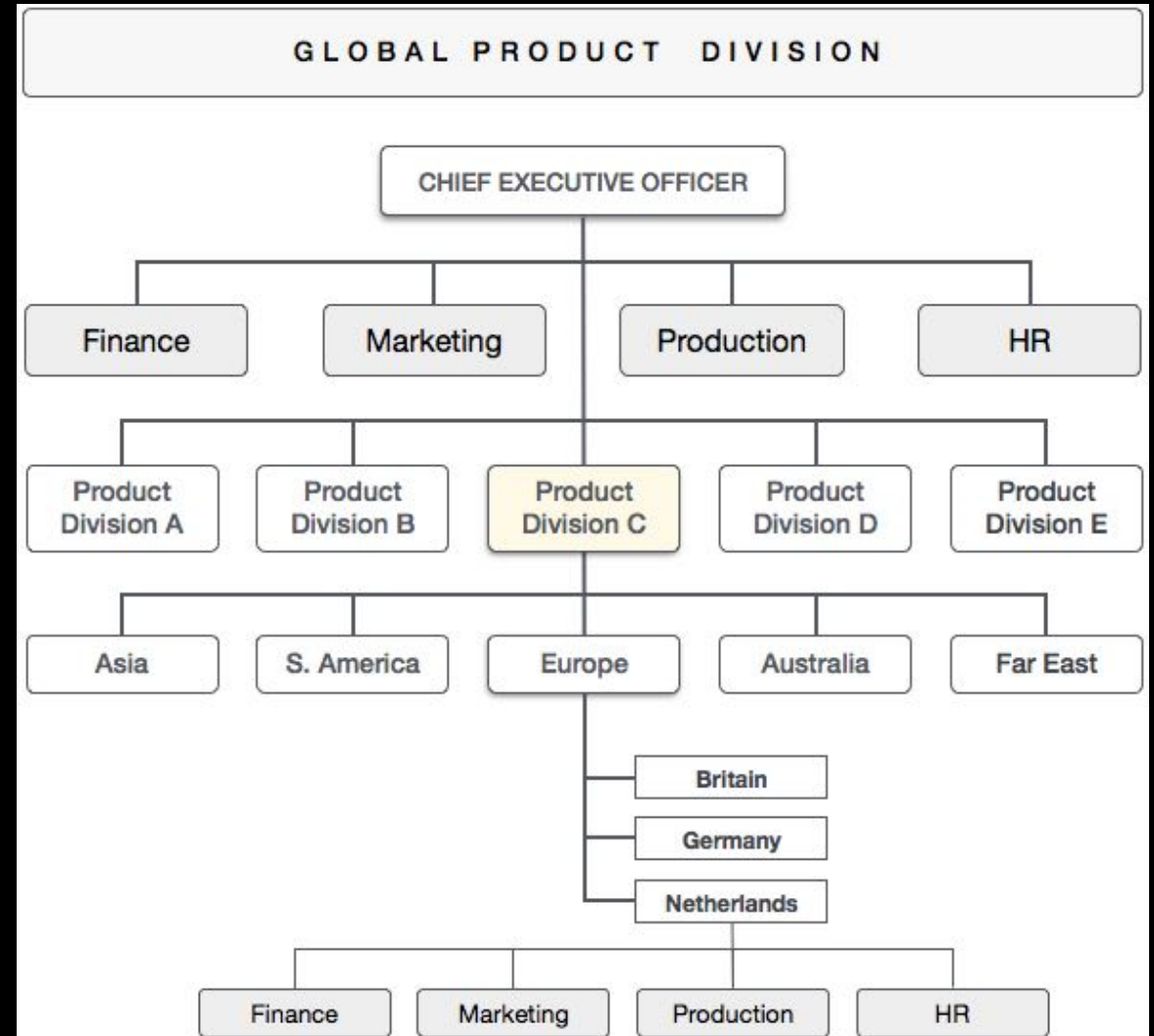
## International Division Structure

This structure is built to handle all international operations by a division created for control. It is often adopted by firms that are still in the development stages of international business operations.



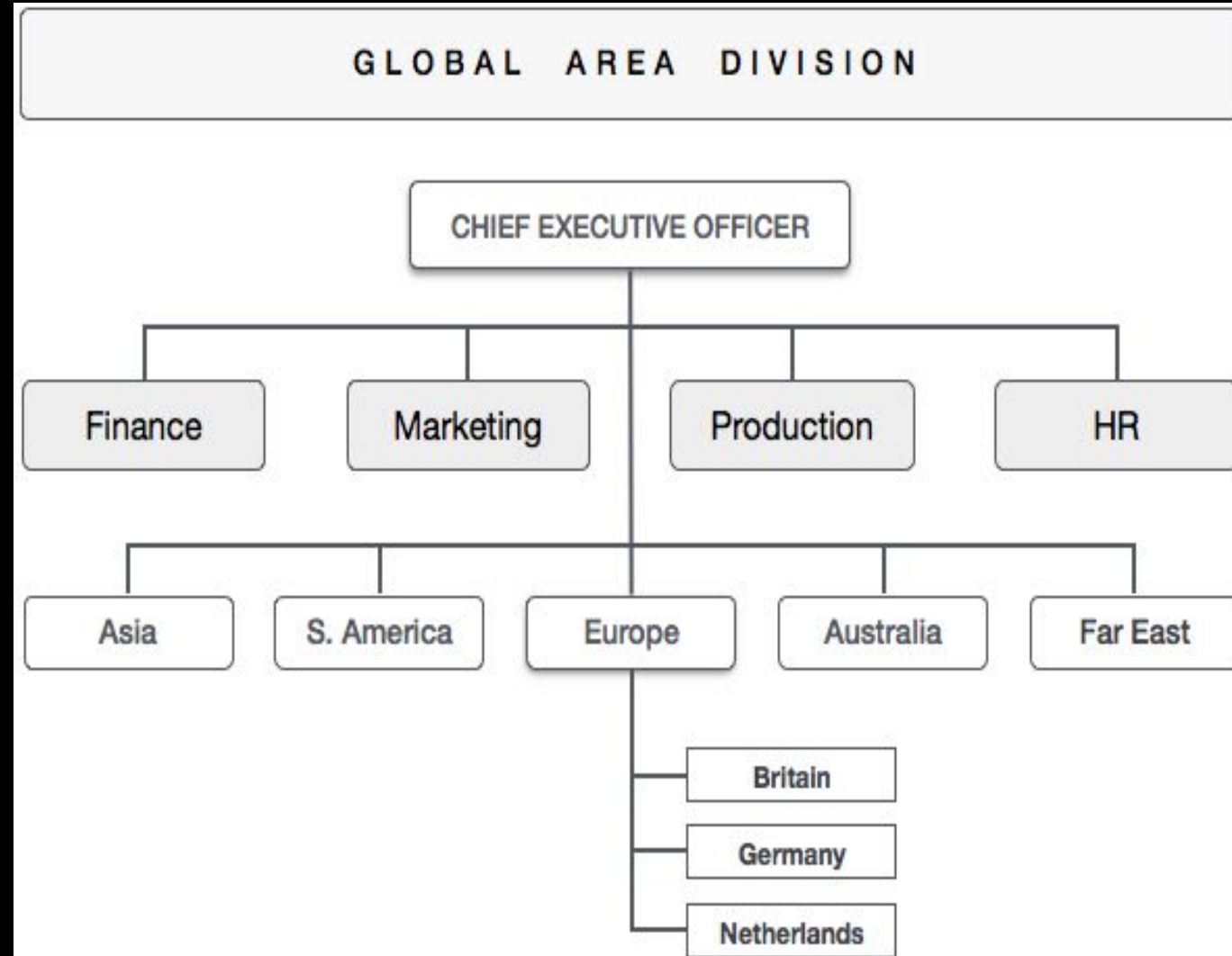
# Common types of International Business Organizational Structures

Global product divisions include domestic divisions that are allowed to take global responsibility for product groups. These divisions operate as profit centers.



# Common types of International Business Organizational Structures

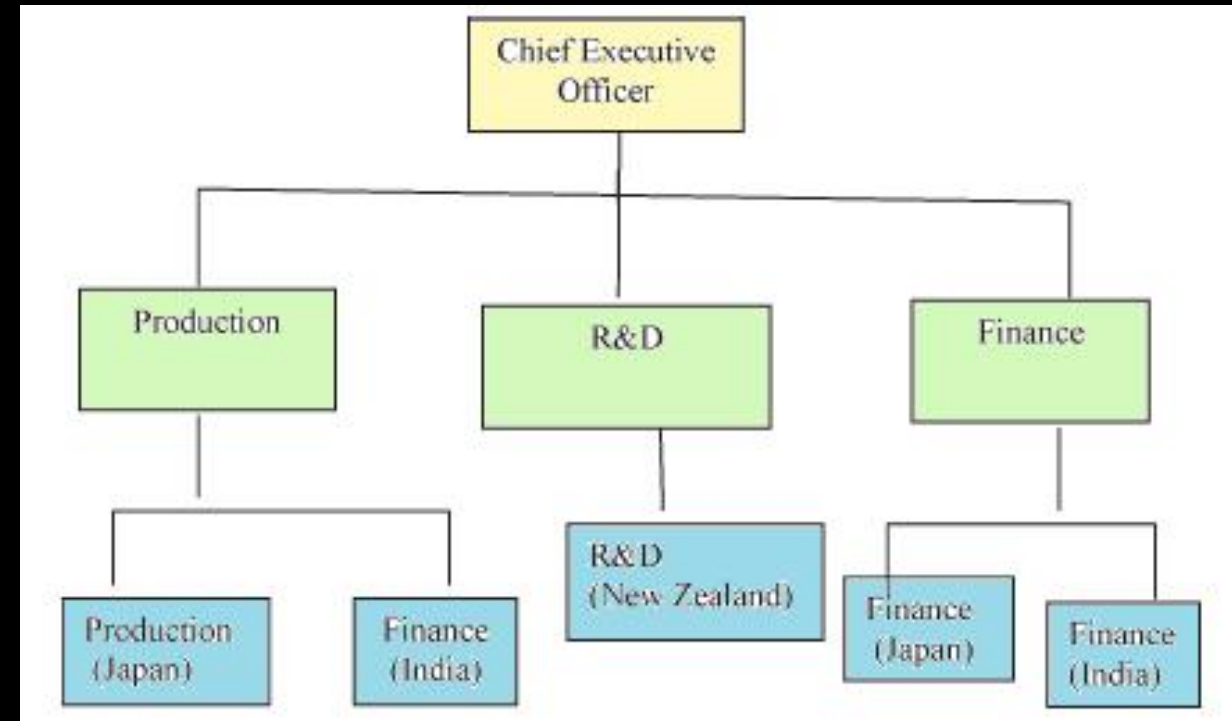
Global area division structure is used for operations that are controlled on a geographic rather than a product basis. Firms in mature businesses with select product lines use it.



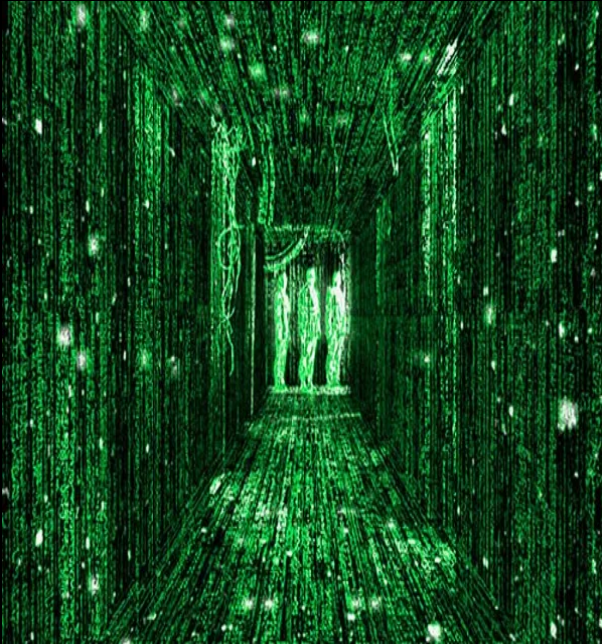
# Common types of International Business Organizational Structures

International Functional structure of Multinational Enterprises, involve grouping together functionally like-activities along functional lines like marketing, R&D, production, etc and place them under specialist classes of personnel.

Here is a simple model of Global Functional Structure.







**Matrix Organizations: What exactly are they and are there any disadvantages to having this type of organizational structure?**

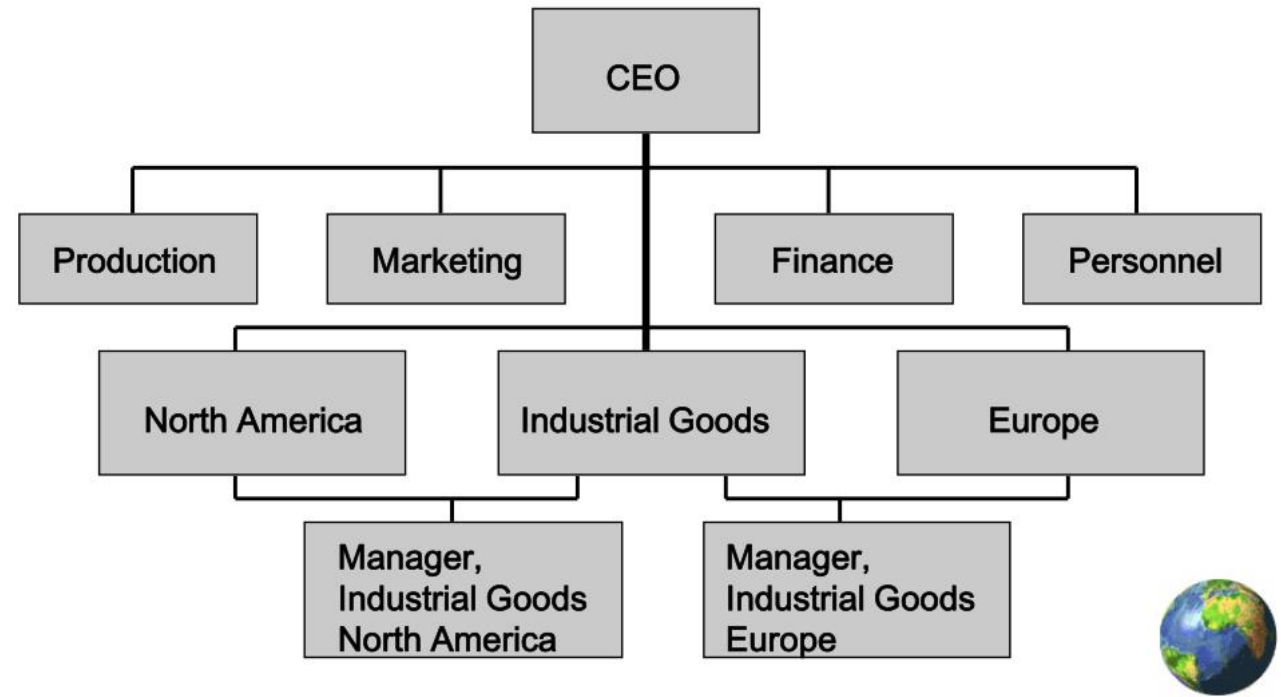


# Common types of International Business Organizational Structures

## Mixed Matrix

This structure combines global product, area, and functional arrangements and it has a cross-cutting committee structure.

## A Multinational Matrix Structure



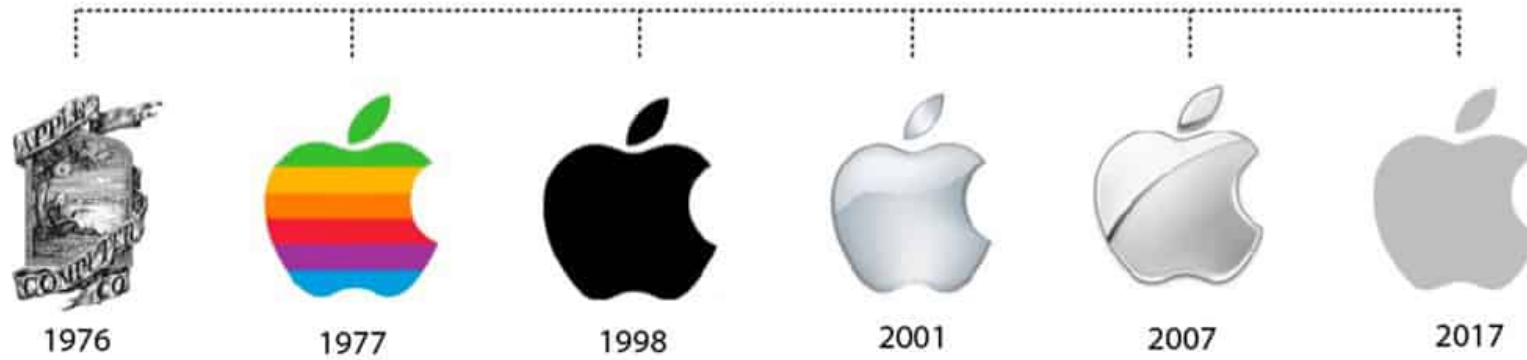
# Organization of the future: Rewriting new rules for organization design

Video:

<https://youtu.be/e3ENzIVXlSk>

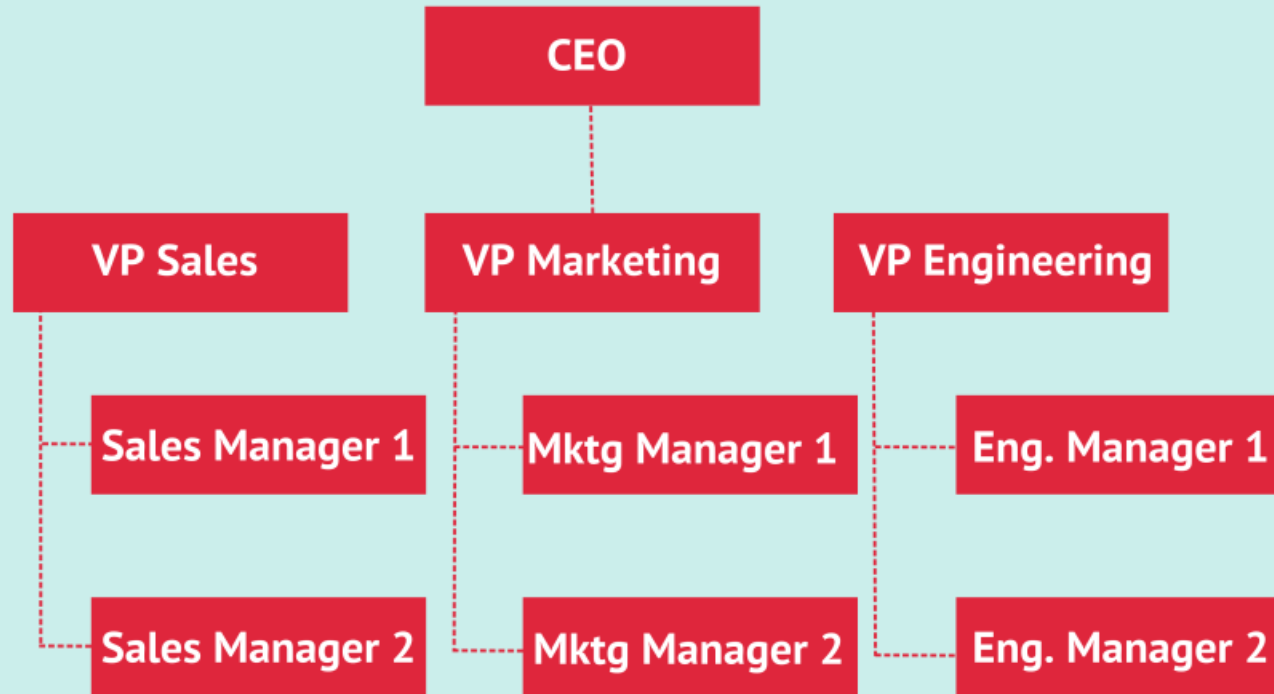


# Apple, Inc.



## Apple Organizational Structure In A Nutshell

Apple has a traditional hierarchical structure with product-based grouping and some collaboration between divisions.

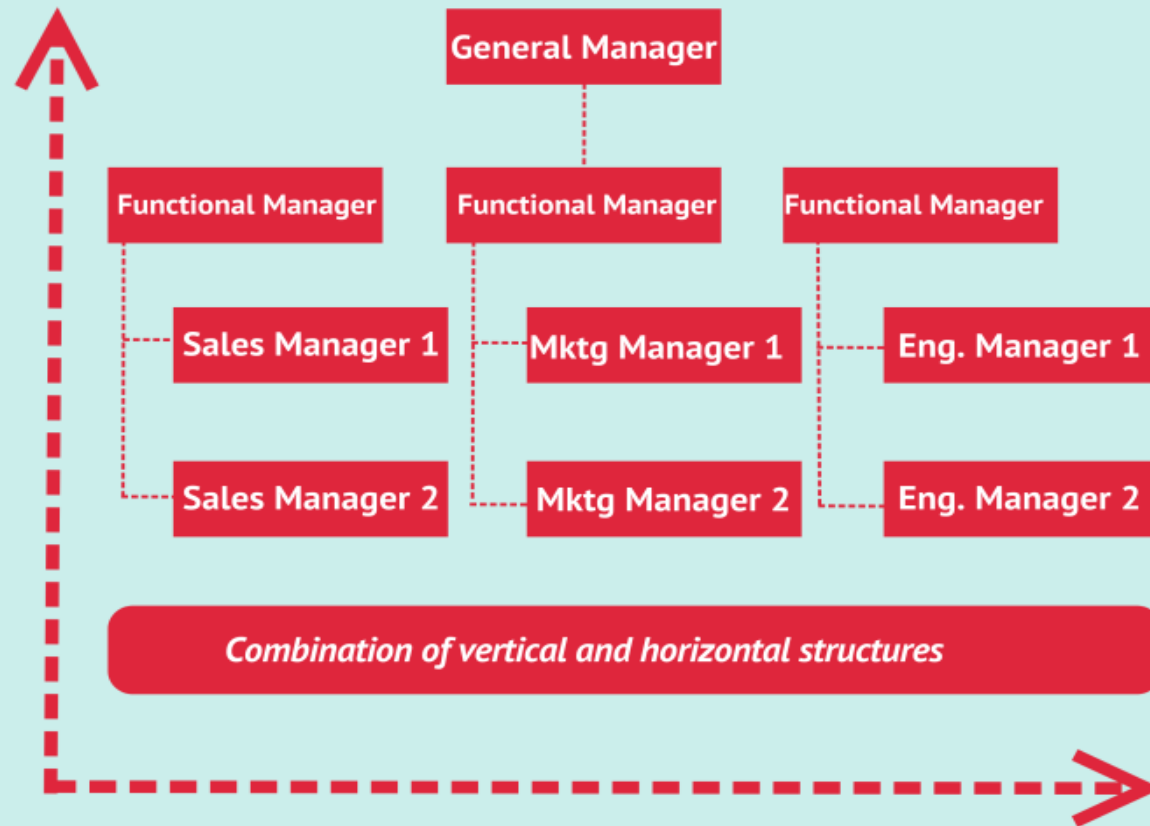






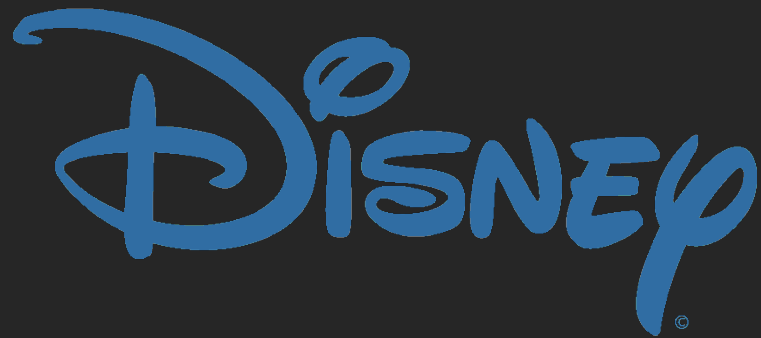
## Starbucks Organizational Structure In A Nutshell

Starbucks follows a matrix organizational structure with a combination of vertical and horizontal structures. It is characterized by multiple, overlapping chains of command and divisions.





# Disney's Organization



The Walt Disney Company has a cooperative multidivisional (M-form) organizational structure that focuses on business types. A multidivisional or M-form organizational structure is common in diversified companies.

Disney's Most Recent Reorganization

February 2023