EASTERN KENTUCKY UNIVERSITY
COLLEGE OF BUSINESS AND TECHNOLOGY
Department of Management, Marketing & International Business

Course Syllabus

Spring, 2015

COURSE NUMBER: MGT 430
COURSE TITLE: International Management
PREREQUISITES: MGT 300 or MGT 301
CRN: 23230

INSTRUCTOR: Allen D. Engle, Sr. Office: 120 BTC  Phone: 859 622 6549
Web site: www.people.eku.edu/englea/  E-Mail: allen.engle@eku.edu

OFFICE HOURS: Tues and Thurs, 8:00-9:30, 12:30-2:00 and 3:30-4:30


SUPPLEMENTAL MATERIALS: See syllabus for web based readings.

COURSE DESCRIPTION: The study of management of international organizations with emphasis on techniques, processes and structures. Topics include organizational culture, leadership, ethics, decision-making and human resource management.

STUDENT LEARNING OUTCOMES:

1) Students will engage in advanced study of the realities of global competitive environments, strategies of globalization (with an emphasis on the transnational strategy), structures related to global control and coordination, processes and personal networks related to global control and coordination, and, finally, the significant role of human resource management in ensuring that global competencies are available to global firms.

2) Students will evaluate and enhance their own global competencies through the readings and case applications.
3) Students will develop an awareness of issues related to global management integration and the characteristics and dynamics of high performance cross-functional, cross-cultural and cross-product work teams.

COURSE REQUIREMENTS:

1) Assigned teams of three to four students will be matched with teams from a German University (DHBW/V.-S.) and work in tandem to research business opportunities and challenges in a submitted and verified cultural-functional-industry context and provide a written and oral report and presentation on their findings toward the end of the term. The German groups will emphasize the human resource implications of the research prospectus. Extensive cross cultural team activities will be required between the EKU team members and the German team members. Their time zone is six hours ahead of Richmond.

2) Students will be required to provide regular, meaningful contributions to the in-class discussion of the weekly reading assignments. These contributions will include abstracting cases from the texts and readings as well as presenting executive summaries of chapters, models and concepts from the readings. The volume of reading for the course will be considerable and the seminar format requires students to keep up with these readings and make professional contributions to in-class discussions.

3) Students will be required to take two essay examinations based upon the text, the supplemental readings and the in-class discussions.

COURSE EVALUATION PROCESS: The final course grade will be determined based upon the following criteria:

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<tr>
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<th>Points</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>100 pts</td>
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<tr>
<td>Team Prospectus Presentation/Paper</td>
<td>150 pts</td>
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<tr>
<td>In Class Participation and Leadership</td>
<td>100 pts</td>
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<tr>
<td>Comprehensive Final Exam</td>
<td>150 pts</td>
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<tr>
<td><strong>Total Points</strong></td>
<td>500 pts</td>
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Grading scale: 90% and above=A, 89-80%=B, 79-70%=C, 69-60%=D, <60%=F

STUDENT PROGRESS REPORTING: Drafts, reports and examinations will be returned to the student as soon as possible.
USE OF STUDENTS' MATERIALS: The professor reserves the right to retain for pedagogical reasons either the original, or a copy, of any student's test, written assignment, paper, video, or similar work submitted by the student, either individually or as a group project, for this class. Student's names will be deleted from any retained items.

ATTENDANCE POLICY: Students are expected to attend all classes. Examinations will largely be drawn from materials presented in class, so an inability to consistently attend class will negatively impact on test scores. Make ups for exams will be given only for a legitimate, documented reason. The instructor will be final judge of what make up a legitimate excuse. Participation in class, as individuals and in groups, will contribute to the participation grade.

ACADEMIC INTEGRITY STATEMENT: Students are advised that EKU's Academic Integrity Policy will strictly be enforced in this course. The Academic Integrity policy is available at www.academicintegrity.eku. Questions regarding the policy may be directed to the Office of Academic Integrity.

ACADEMIC ACCOMMODATION: If you are registered with the Office of Services for Individuals with Disabilities, please make an appointment with the course instructor to discuss any academic accommodations you need. If you need academic accommodations and are not registered with the Office of Services for Individuals with Disabilities, please contact the Office directly either in person at the third floor of the Student Services Building, by email at disserv@eku.edu or by telephone at (859) 622-2933 V/TDD. Upon individual request, this syllabus can be made available in alternative forms.

ENGLE 1/15

EKU WILL DEVELOP INFORMED, CRITICAL & CREATIVE THINKERS WHO COMMUNICATE EFFECTIVELY. (EKU Quality Enhancement Plan, 2009)
TENTATIVE OUTLINE OF WEEKLY ACTIVITIES:

Week of:

1/20 Introduction, Definitions, Preface, Chapter 1 (pp. 1-16) in Bartlett and Beamish (B&B)

MACRO TOPICS

1/27 Case 1-1, Readings 1-2 and 1-3 in Bartlett and Beamish

2/3 Strategy and Capability - Chapter 2, Case 2-1, Readings 2-1 and 2-2 in (B&B)

2/10 Strategy and Capability Cont. - Chapter 3, Case 3-3, Reading 3-1 and 3-3 in (B&B)

2/17 Strategy and Capability (conclusions)/Introduction to Culture-Functions-Products

2/24 Structure and Process - Chapter 4, Case 4-1, Reading 4-1 and 4-2 in (B&B)

3/3 Transnational Processes – Reading 4-2, cont.; Reading 4-3

3/10 3/10 MIDTERM EXAM; Processes of Innovation - Chapter 5, Case 5-3, Reading 5-1 and 5-2 in (B&B)

3/17 Chapter 5 readings, cont./Prospectus Presentations Review

3/24 Strategy of Alliance - Chapter 6, Case 6-2, Reading 6-2 in (B&B)

/Prospectus Due

3/31 ACADEMIC HOLIDAY

MACRO/MICRO TOPIC TRANSITION

4/7 Tuesday 4/7 Virtual Meeting with DHBW (M1); Managing for Transnational Capability - Chapter 7, Case 7-3, Reading 7-2 in (B&B)
4/14  Chapter 7 Readings continue; **Presentations Approved**/Chapter 8 (pp. 662-678).

4/21  **People, Processes and Competencies:** See [www.people.eku.edu/englea](http://www.people.eku.edu/englea)


4/28  **Tuesday 4/28 Virtual Meeting with DHBW (M2): Group Presentations** one and two

5/5  **Group Presentations** three and four/ Catch up and Review for Final Exam

**FINAL EXAM, THURSDAY, MAY 14, 8:00-10:00.**

**ENGLE 1/15**