## Course Description:
The International Management course is designed to help students learn the fundamentals of international business strategies and cross-cultural management while examining a variety of managerial issues arising from the interaction of two or more cultures in international business settings (including trade, politics, legal, negotiations, human resources, communication, leadership, and organizational design).

**Prerequisites:** Junior standing

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## Objectives of the Course:

1. To understand principles of management as related to the multinational firm. Specific attention will be given to: the environment of the multinational firm, including globalization and trade; cultural differences; communicating across cultures; global business strategy; strategic alliances; general management and leadership; and human resources including organizational approaches, expatriate and local personnel management.

2. To be able to apply these concepts to practical problems in the multinational firm. This will be aided by case analysis: each student is expected to analyze real world situations through the use of the case method process..

3. To enhance interpersonal, oral and written presentation and critical thinking skills through these objectives, using assignments that require analysis as well as synthesis and/or critical thinking, and class participation/contribution.

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## School of Business Learning Goals:

**Communication Skills:** Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

**Quantitative Fluency:** Students will demonstrate competency in logical reasoning and data analysis skills.

**Global and Civic Responsibility:** Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.

**Intellectual Innovation and Creativity:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

**Synthesis:** Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

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## Free Textbook:

1. Open Textbook: *International Business*, Mason A Carpenter (Also available in OAKS)

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## Instructional Method:

**Experiential Learning:** Students will take an active role in leading discussion of cases, presenting on their selected countries, and providing critical commentary.

**Evaluation Schedule:**

- **50%** Chapter Quizzes
- **10%** PESTEL Analysis
- **20%** Voicethread Chapter Discussions
- **20%** Final SALG Paper

(Assignment details will be available in OAKS)

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## Grading Scale:

- 100 - 94 (A)
- 93 – 90 (A-)
- 89 - 87 (B+)
- 86 - 83 (B)
- 82 – 80 (B-)
- 79 - 77 (C)
- 76 - 73 (C)
- 72 – 70 (C-)
- 69 - 67 (D+)
- 66 - 63 (D)
- 62 – 60 (D-)
- else (F)

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## Student Honor Code:


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## Disabilities:

If you have a documented disability and are approved to receive accommodations through SNAP Services, please contact me.

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## Attendance:

Attendance via participation in the Voicethread discussions is required for learning to take place.
<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Topics</th>
<th>TR: Quiz</th>
<th>MW: VT Posts</th>
</tr>
</thead>
</table>
| 1    | M 16 | Complete SALG Survey and Review Syllabus in OAKS  
Read (Carpenter) Ch 1: Introduction | Practice Quiz Ch1 | V1: Introductions |
|      | T 17 | Read Ch 3: Culture and Business | Ch3 Quiz | |
|      | W 18 | Watch Video1 What is culture? “The blind men and the elephant” | | VT 2 Culture |
|      | Th 19 | Ch 8: International Expansion and Global Market Opportunity Assessment | Ch8 Quiz | |
|      | F 20 | Read PESTEL Country Analysis and sign up in OAKS (groups section) to represent a country (BRICS) and (MINT) | | |
| 2    | M 23 | PESTEL Research for your selected country | | VT 3 Flat World |
|      | T 24 | Ch 10: Strategy and International Business | Ch10 Quiz | |
|      | W 25 | TBA | | |
|      | Th 26 | Ch 12: Winning through Effective, Global Talent Management | Ch12 Quiz | |
|      | F 27 | Export PDF of your PESTEL Country Analysis and upload to OAKS | | VT 4: PESTEL |
| 3    | M 30 | Memorial Day - No Class | | |
|      | T 31 | Ch 13: Harnessing the Engine of Global Innovation | Ch13 Quiz | |
|      | W 1 | Work on your Final SALG Paper | | |
|      | Th 2 | Ch 14: Competing Effectively through Global Marketing, Distribution, and Supply-Chain Management | Ch14 Quiz | VT 5: Key Takeaways |
| Final| Friday  | 3 Page (double spaced) SALG Paper due in OAKS at the end of scheduled exam time at 11:30 a.m | | |