COURSE NUMBER: MG 833 XA

COURSE TITLE: International Strategic Management

COURSE TIME FRAME: This online (Blackboard) class is operational from August 15, 2012 through December 18, 2012

PREREQUISITES: MG 833 is designed to meet the needs of graduate MBA students.

INSTRUCTOR: Dr. Raffaele DeVito

OFFICE: CH 404

OFFICE HOURS: T: 10:00 a.m. - 12:00 p.m.
12:30-2:30 p.m.
R:(MLC) 5:00 p.m. – 6:00 p.m.
Other hours by appointment

COMMUNICATIONS: Telephone (620) 341-5384
Fax (620) 341-6345
E-mail rdevito@emporia.edu

REQUIRED TEXT: International Management: Managing Across Borders and Cultures (Required)
By Helen Deresky, 7th Edition, 2011
Pearson/Prentice Hall

SUPPLEMENTAL MATERIALS: Team member evaluation form
Team country project format
Individual company report format
Additional resources as supplied by instructor

COURSE DESCRIPTION: MG 833 International Strategic Management is designed to prepare students for careers in a rapidly changing global environment where they will experience responsibilities in strategic organizational and interpersonal management. The course uses cross-cultural management and competitive strategy concepts to explore the expanding European Union, the further development of trade with the Americas and the fast paced changes in Asia.
Students will be cognizant that this field of study deals with the generating, manufacturing and controlling of international flows of people, information, funds, goods, and services.

**COURSE OBJECTIVES:**
- To provide an assessment of the political, legal, economic and technological environment.
- Gain an understanding of the impact of the global monetary system.
- To examine how social responsibility and ethical considerations effect international strategic management.
- Expose students to real world international issues through the use of company cases.

**SPECIAL FEATURES OF THE COURSE:**

**Required Special Projects/Activities:**

*Team Country Analysis.* Teams will be appointed to complete a country/regional analysis and to develop strategies for that country. Individuals will also be required to complete a project to identify and describe a specific company's international activities.

*Chapter Abstracts.* Each student will read the primary book (International Management) and write a one to two page summary/abstract on each of the eleven chapters (due dates are listed on the class schedule). These abstracts must be posted to the instructor online and on time (See Blackboard Assignments). (Do not use cut + paste method for abstracts.)

*Individual International Company Report.* Each student will select one company to research. It is suggested that you scan the Fortune Global 500 list of companies and identify at least three international companies. The companies should be selected because of their extensive global activities. Students must identify the selected companies and secure instructor’s approval for their one specific company by Monday, Sept. 4, 2012. The selected company will serve as the core topic of your report and will help provide your talking points for each of the forums (discussed below) throughout the semester. The discussion in these forums and the reports you submit will be based on your individual research and the material in our text (See Blackboard Assignments).

*Discussion Board Forum Interactions.* Each student will be responsible for posting their findings on the Blackboard discussion board. The instructor will set up five forums over the time frame of the semester. Your ideas and comments are to be shared with other students on these forums by means of the discussion board. In addition to exchanging content based on your selected company research, you also should use YouTube videos to stimulate further discussion*. Students are expected to read remarks and comments posted by other students and respond accordingly. It is the purpose of the discussion board to promote a semblance of the regular classroom experience. Therefore, student interaction is expected and required. Students’ discussion board grade will be based on both the quantity (frequency) and quality of participation. Posting must be by the closing date for each forum.

Forum Expectations: The instructor’s expectations about the discussion board are outlined on page 3 of the syllabus. The majority of interactions will involve student-to-
student communication. However, from time-to-time the instructor will interject his thoughts on the topic and his reaction to the posted communications. We should be able to refine the discussion board process as we proceed over the first few weeks based on the needs of the class and the level of student involvement. We are attempting to stimulate discussion, so be prepared to share your ideas. We have a good cross section of students which should allow for a productive exchange. Remember, we are looking at these discussions from an international management perspective. Where feasible, Blackboard’s Adobe Connect will be utilized to facilitate student to student and faculty interactions via webcam.

*YouTube Videos: Doing Business in – China, India, Japan, Middle East, Africa, Latin America, Europe, Russia, etc. To add more substance to the discussion board interactions, students are directed to go online and search for video clips about doing business around the world. These may involve ethics, customs, political/legal issues and more. You should post your observations of these videos on the discussion board including your evaluation of their credibility. Be sure to provide the link to the specific video you found to be of interest. Remember the postings should relate to the topics outlined in each week’s forum.

**FORUMS:**
The five forums are designed as follows (postings will only be accepted when submitted during the period indicated):

1) **General “classroom” discussion:** Use this forum to get acquainted with your classmates as you explore the course content. Give us an idea of your background. What town, state, or country are you from? What other countries have you visited or lived in? Do you have any international work experience? You may use this forum all five weeks. It should also be noted that those of you with access to a webcam may also have the opportunity for video interaction on Blackboard through our Adobe Connect access-point. We should know if this is possible by Sept. 4.

2) **The Global Manager’s Environment:** August 15 – September 3. In this section you should familiarize yourself with the concepts of the Global Business Environment, Regional Trading Blocs, Small Business Global Approach, and understand the impact of doing business in the political, legal, economic and technological environments. You should understand the pervasive influence of culture in the host-country environment and explore the concepts of social responsibility and ethics as these concepts apply to the host and home countries. Provide YouTube video clip examples and comments. Be sure to include links. What are some of the positive or negative examples of how your selected company has been operating in these environments?

3) **The Cultural Context of Global Management:** September 4 - 30 During this week of study, you will explore the role of culture and various cultural values through the study of country and regional cultural profiles. This exposure should help you understand the importance of effective intercultural communication, especially as communication applies to the negotiating process. Provide YouTube video clip examples
and comments. Be sure to include links. In your study of your selected company, have you discovered any examples of effective or ineffective activities by international managers as they navigate the various cultures of the world?

4) Formulating and Implementing International Strategies: October 1 - 25
The decision to go international requires managers to formulate and implement strategies and to make choices in terms of global alliances. Managers must also make decisions concerning the most effective organizational structure and control system. Provide YouTube video clip examples and comments. Be sure to include links. How has your selected international company addressed these issues?

5) Global Human Resource Management: October 26 – November 30
How effectively managers use international human resource management practices will significantly impact business outcomes. Developing a global management force with an understanding of the intercultural impact on motivating and leading is critical to a company’s success. Provide YouTube video clip examples and comments. Be sure to include links. Give examples from your selected company’s experiences.

CREDIT:
Three (3) semester credit hours.

COURSE EVALUATION PROCESS:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Team Project (Country)</td>
<td>20 ±</td>
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<td>Team Evaluation</td>
<td>3</td>
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<tr>
<td>Individual Project (Company)</td>
<td>10</td>
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<tr>
<td>Chapter Abstracts</td>
<td>22</td>
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<tr>
<td>Postings to Discussion Board</td>
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<tr>
<td>Frequency</td>
<td>10</td>
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<tr>
<td>Content Quality</td>
<td>10</td>
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<tr>
<td>Case Exam – Midterm</td>
<td>10</td>
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<tr>
<td>Case Exam – Final (Case Analysis)</td>
<td>15</td>
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<td>Total</td>
<td>100%</td>
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Instructor may adjust team project points for an individual based on level of participation.

GRADING SCALE:
A=89.5% through 100%
B=79.5% through 89.4%
C=69.5% through 79.4%
D=59.5% through 69.4%
F=59.4% and below
ACADEMIC ACCOMMODATIONS:
Emporia State University will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential.

ATTENDANCE POLICY:
Regular and frequent online participation.

ADDITIONAL INFO:
Any information, handouts, and assignments, made online should be considered course material. This course syllabus is subject to minor adjustments by the instructor.

STUDENT INPUT:
The instructor welcomes your input concerning the structure of this class. This is especially important during the first few weeks of class meetings.

ACADEMIC DISHONESTY:
Academic Dishonesty Policy
Faculty Senate Bill 96002

Academic dishonesty, a basis for disciplinary action, includes but is not limited to activities such as cheating and plagiarism (presenting as one’s own the intellectual or creative accomplishments of another without giving credit to the sources or sources).

The faculty member in whose course or under whose tutelage an act of academic dishonesty occurs has the option of failing the student for the academic hours in question.

Emporia State University may impose penalties for academic dishonesty up to and including expulsion from the university.

The student has the right to appeal the charge of academic dishonesty in accordance with the university’s Academic Appeals policy and procedures set forth in accordance with the university’s Academic Appeals policy and procedure set forth in the Faculty Handbook.
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Subject</th>
<th>Date</th>
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<tbody>
<tr>
<td>1</td>
<td>Assessing the Environment: Political, Economic, Legal, Technological</td>
<td>On or before 8/20</td>
</tr>
<tr>
<td>2</td>
<td>Managing Interdependence: Social Responsibility And Ethics</td>
<td>On or before 8/27</td>
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<td>3</td>
<td>Understanding the Role of Culture</td>
<td>On or before 9/04</td>
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<td>4</td>
<td>Communicating Across Cultures</td>
<td>On or before 9/11</td>
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<td>5</td>
<td>Cross-Cultural Negotiation and Decision Making</td>
<td>On or before 9/17</td>
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<td><strong>Mid Term – Case Analysis</strong></td>
<td><strong>On or before 9/24</strong></td>
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<td>6</td>
<td>Formulating Strategy</td>
<td>On or before 10/01</td>
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<td>7</td>
<td>Global Alliances and Strategy Implementation</td>
<td>On or before 10/10</td>
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<td>8</td>
<td>Organization Structure and Control Systems</td>
<td>On or before 10/19</td>
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<td>9</td>
<td>Staffing, Training, and Compensation for Global Operations</td>
<td>On or before 10/26</td>
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<td>10</td>
<td>Developing a Global Management Cadre</td>
<td>On or before 11/02</td>
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<td>11</td>
<td>Motivating and Leading</td>
<td>On or before 11/09</td>
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<td><strong>Final Exam (Case Analysis)</strong></td>
<td><strong>11/30</strong></td>
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<td><strong>Team Reports due on or before</strong></td>
<td><strong>12/07</strong></td>
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<td><strong>Individual Reports due on or before</strong></td>
<td><strong>12/10</strong></td>
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<td><strong>Team Evaluation Forms due</strong></td>
<td><strong>12/10</strong></td>
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Should technical problems arise on blackboard, please contact the TCS Help Desk at 620-341-5555. If you have questions about the use of Blackboard, access the online student Blackboard Manual.

Remember, students must be prepared to work diligently and in a timely manner. Abstracts for each chapter must be submitted no later than the dates indicated on the above schedule. If you have any questions about this syllabus, the time to ask is during the first week of class, or before.

It is expected that, as graduate students, you have knowledge of the proper methods of citing material for your research projects. If you have any questions regarding report citations and references, I suggest you review the MLA guidelines (ESU Library).

Please acknowledge that you have read this syllabus and understand all requirements including your responsibilities as a student in MG 833XA. This acknowledgment can be in the form of an email sent no later than Monday, August 20, 2012. These responsibilities includes: active participation with my assigned team, adherence to ESU’s Academic Dishonesty Policy, and completion of all assignments in a timely fashion.