

## Request for Undergraduate Course Addition

1. Prepare one paper copy and obtain signatures from the Department Chair/Head, Librarian, and College Dean. 2. Submit the form to your College Curriculum Committee. 3. After attaining the signature of the College Curriculum Chair, send the paper copy to Bernice Bullock in the Faculty Senate office. 4. Send an identical (sans signatures) ELECTRONIC COPY and all supporting documentation in PDF format by email to bullock@marshall.edu.

College: LCOB Department/Division: MGT, MKT & MIS Alpha Designator/Number: MGT 445 Graded:  CR/NC:   
 Contact Person: Katherine Karl Phone: 696-3466

**NEW COURSE DATA:**

|  |  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| New Course Title: <u>International Management</u>  |  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Alpha Designator/Number:   | <table border="1" style="display: inline-table; text-align: center; width: 150px;"><tr><td>M</td><td>G</td><td>T</td><td>4</td><td>4</td><td>5</td><td></td><td></td><td></td><td></td></tr></table>   | M | G | T | 4 | 4 | 5 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| M  | G  | T | 4 | 4 | 5 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Title Abbreviation:  | <table border="1" style="display: inline-table; text-align: center; width: 400px;"><tr><td>I</td><td>n</td><td>t</td><td>e</td><td>r</td><td>n</td><td>a</td><td>t</td><td>i</td><td>o</td><td>n</td><td>a</td><td>l</td><td> </td><td>M</td><td>a</td><td>n</td><td>a</td><td>g</td><td>e</td><td>m</td><td>e</td><td>n</td><td>t</td></tr></table> | I | n | t | e | r | n | a | t | i | o | n | a | l |   | M | a | n | a | g | e | m | e | n | t |
| I  | n  | t | e | r | n | a | t | i | o | n | a | l |   | M | a | n | a | g | e | m | e | n | t |   |   |
| (Limit of 25 characters and spaces.)   |  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Course Description (Limit of 30 words):  | Focuses on the economic, political, legal, technological, and cultural issues faced by international managers. Topics include developing cultural awareness, implementing global strategy, and competing with ethical integrity.   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Co-requisite(s): _____   | First Term to be Offered: <u>Fall 2010</u>   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Prerequisite(s): <u>MGT 320</u>  | Credit Hours: <u>3</u>   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Course(s) being deleted in place of this addition ( <i>must submit course deletion form</i> ): _____ |  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |

**CHECKLIST/REQUIREMENTS**

1. After completing this two page form in its entirety, include a complete syllabus and route through the departments/committees below.
2. A complete syllabus can be from when this course was previously taught as a special topics course or by creating a new, intended syllabus to use with the course. The sample syllabus must at a minimum address the following areas:
  - a. COURSE OBJECTIVES
  - b. COURSE OUTLINE
  - c. SAMPLE TEXT(S) WITH AUTHOR(S) AND PUBLICATION DATE
  - d. INSTRUCTIONAL METHODS (Lecture, Lab, Internship, Practicum, etc...)
  - e. EVALUATION METHODS (Unit/Chapter, Midterm, Final, Projects, etc...)
3. If this course will replace a course that is required by another department, please send a memo to the affected department and include it with this packet, as well as, the response received from the affected department.
4. If this course will be similar in title or content to another department's courses, please send a memo to the affected department and include it with this packet, as well as, the response received from the affected department.
5. Send a copy of this completed form to the Marshall University Catalog Editor.

**SIGNATURES:** (If disapproved at any level, do not sign. Return to previous signer.)

|  |             |
|--|-------------|
| Department Chair/Division Head: _____        | Date: _____ |
| Registrar: _____                             | Date: _____ |
| Librarian: _____                             | Date: _____ |
| College Dean: _____                          | Date: _____ |
| College Curriculum Chair: _____              | Date: _____ |
| University Curriculum Committee Chair: _____ | Date: _____ |
| Faculty Senate Chair: _____                  | Date: _____ |
| VP Academic Affairs/VP Health Science: _____ | Date: _____ |

**Request for Undergraduate Course Addition - Page 2**  
**Additional Information Required for Undergraduate Course Addition**

College: LCOB Department/Division: Mgt., Mkt., & MIS Alpha Designator/Number: MGT 445

Provide complete information regarding the new course addition for each topic listed below. Before routing this form, a complete syllabus also must be attached addressing the items listed on the first page of this form.

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1. Identify by name the faculty in your department/division who may teach this course.

Chris Cassidy, Katherine Karl

2. If your department/division requires additional faculty, equipment, or specialized materials, attach an estimation of money and time required to secure these items.

None required

3. If this course will be required by a department/division other than your own, identify by name.

Not applicable

4. If there are any agreements required to provide clinical experience, attach details and signed agreements.

None

5. If library resources are deemed inadequate, attach a plan to overcome this. The plan must include the cost as stated by the Dean of Libraries.

Not applicable

6. EQUIPMENT/SUPPLIES NEEDED TO TEACH THIS COURSE (this does not refer to additional equipment/supplies that need to be purchased; simply what materials are needed in order to teach this course successfully.):

No additional equipment or supplies

7. ADDITIONAL GRADUATE REQUIREMENTS IF LISTED AS AN UNDERGRADUATE OR GRADUATE COURSE (please also submit to Graduate Council course addition for 5xx graduate component):

8. PROVIDE A COMPLETE BIBLIOGRAPHY INCLUDING ALL PUBLICATIONS RESEARCHED TO CREATE THIS COURSE AND WHAT PUBLICATIONS MAY BE BENEFICIAL TO STUDENTS TAKING THIS COURSE (separate page).

# INTERNATIONAL MANAGEMENT

## SAMPLE COURSE SYLLABUS

### COURSE OBJECTIVES

By the end of this course students should have:

1. A broad understanding of the international business environment.
2. Some practical knowledge on how cultural, political, and economic factors influence doing business abroad.
3. An understanding of how the environment and the capabilities of the firm determine the strategic alternatives available to the international executive.

### TEXTS:

1. ***International Management: Managing Across Borders and Cultures***, 6th Edition. Deresky, Pearson Prentice Hall, 2008. ISBN 0-13-614326-1
2. ***Global Management and Organizational Behavior***. Konopaske, Robert and John M. Ivancevich. McGraw-Hill, 2004 (ISBN 0-07-284306-3).
3. ***Global Business Today***, Charles W.L. Hill, 4th Edition, McGraw-Hill Irwin, 2006
4. ***International Management Behavior: Text, Readings and Cases, 5th Edition***. Henry W. Lane, Joseph J. DiStefano, Martha Maznevski, Wiley-Blackwell, September 2005. (ISBN: 978-1-4051-2671-7)
5. ***Blunders in International Business, 4th Edition***. David A. Ricks, Wiley-Blackwell, March 2006, (ISBN: 978-1-4051-3492-7)
6. ***International Management***, 5th Edition. Griffin and Pustay, Pearson Prentice Hall, 2007. ISBN: 0-13-199534-0

### INSTRUCTIONAL METHODS

Lectures, videos, case study and analysis, small group discussions, audio visual presentations, and team presentations.

## Class Schedule

| Date  | Chapter | Activities                                 | Case Studies   |
|---|---------|--|--|
|   |         | Introduction                               |  |
|   | 1       | The global imperative                      | Transprint in China                                    |
|   | 2       | International Business Environment         | Ben & Jerry's in Moscow                                |
|   | 3       | Government Relations and Political Risk    | Click and Mortar<br>Pacific-Western Oil                |
|   | 8       | Cultural Awareness                         | Sesame Street in the M/E                               |
| <b>Team Presentations: Cultural Values and their Implications</b> |         |  |  |
|   | 4       | Social Responsibility & Ethics             | Labor Conditions in Latin America<br><i>Mexico</i>     |
|   | 5       | Global Strategic Planning                  | Corning & Vitro<br><i>Taiwan</i>                       |
|   | 6       | Going Global                               | Parmacia<br>Grupo Financiero Inverlat<br><i>France</i> |
|   | 9       | Intercultural Communications               | Polish/US Joint Venture<br>Can this Man Save Chrysler  |
|   | 15      | Leadership                                 | Transformational Leader<br><i>India, Japan</i>         |
| <b>Mid-term Examination</b>                                       |         |  |  |
|   | 10      | Intercultural Negotiations                 | A Latin Experience in Patience<br><i>Saudi Arabia</i>  |
|   | 16      | International Teams & Diversity Management | IKEA<br>The Road to Hell<br><i>Denmark, Spain</i>      |
|   | 11      | International Labor Relations              | Developing Private Enterprise in Latvia                |
|   | 13      | Global HRM<br><b>Reading 3:1</b>           | Floundering Expatriate<br><i>Singapore</i>             |
|   | 12      | Managing the Expatriate                    | Steve Parker & SA Tech<br><i>Germany</i>               |
|   |         | Career and Family                          | <i>Video: A Portable Life</i><br><i>Russia</i>         |
| <b>Team Presentations: Case analysis</b>                          |         |  |  |
| <b>Final Examination</b>  |         |  |  |

**GRADING**

- 25% Exam no. 1
- 25% Exam no. 2
- 20% Team presentation: Cultural values and their Implications
- 20% Team presentation: Case analysis and presentation
- 10% Participation

**Team presentation: Cultural values and their Implications**

Students will form teams to present different cultures and worldviews reflecting geographic regions of the world. We will spend time during the initial class forming teams according to the following regions, taking into account key countries, trade blocks, and regional divides.

- 1) China, including Hong Kong
- 2) Japan and the islands
- 3) S.E. Asia and India
- 4) Australia and New Zealand
- 5) The Middle East
- 6) Eastern and Western Europe
- 7) Mexico, Central America and Caribbean
- 8) South America

**Team Presentation: Case Analysis and Presentation**

Please ensure that your case analysis (1) is a team effort and (2) is of professional quality. The first condition requires that (a) all questions be answered, (b) all members understand and contribute to the answer to each of the questions (so that any member is comfortable with answering or explaining any part of any question), (c) the presentation time is divided uniformly among all team members, and (d) the analysis reads as one seamless report with no internal inconsistencies. The second condition requires (1) early and thorough proofreading for grammar, spelling, style, relevant content, supportable logic, and citation of sources, (2) appropriate dress and mannerisms to be used during the oral presentation, and (3) knowing your material so well that you **DO NOT READ YOUR PRESENTATION**

The grade you receive on the case assignment will be a function of the quality of your team's (a) oral presentation (as determined by the average score assigned by the class and my own assessment) and (b) written analysis.

**EXAMS**

Exam questions may be short answer, multiple choice, or fill-in-the-blank. Content will be selected from assigned readings, lecture, or video.

**International Management Bibliography**

1. *International Management: Managing Across Borders and Cultures*, 6th Edition. Deresky, Pearson Prentice Hall, 2008. ISBN 0-13-614326-1

2. ***Global Management and Organizational Behavior***. Konopaske, Robert and John M. Ivancevich. McGraw-Hill, 2004 (ISBN 0-07-284306-3).
3. ***Global Business Today***, Charles W.L. Hill, 4th Edition, McGraw-Hill Irwin, 2006
4. ***International Management Behavior: Text, Readings and Cases, 5th Edition***. Henry W. Lane, Joseph J. DiStefano, Martha Maznevski, Wiley-Blackwell, September 2005. (ISBN: 978-1-4051-2671-7)
5. ***Blunders in International Business, 4th Edition***. David A. Ricks, Wiley-Blackwell, March 2006, (ISBN: 978-1-4051-3492-7)
6. Torre, J. de la, Doz, Y., & Devinney, T. (2001) *Managing the Global Corporation: Case Studies in Strategy and Management* (2nd, international ed.). New York: McGraw-Hill.
7. *International Human Resource Management : Managing People in a Multinational* by Peter J. Dowling, Denice E. Welch, Marion Festing, Allen D. Engle, December 2007, Cengage Learning , (ISBN-13: 9780324580341)
8. *Readings and Cases in International Human Resource Management* by M. Mendenhall, Gary R. Oddou (Editor), Gunter K. Stahl (Editor), August 2006 , Routledge, (ISBN-13: 9780415396882)
9. *International Human Resource Management : Policy and Practice for Multinational Enterprises* by Dennis Briscoe, October 2008, Taylor & Francis, Inc. (ISBN-13: 9780415773515).
10. Evans, P., Pucik, V. and Barsoux, J.L. 2002. *The Global Challenge: Framework for International Human Resource Management*, Boston: McGraw Hill.
11. Hickson, D. J. and Pugh D.S. 2001. *Management Worldwide: Distinctive Styles and Globalization*, Penguin Books.
12. Hodgetts, R.M., Luthans, F. & Doh, J. 2006. *International Management*, New York: McGraw Hill.
13. Hofstede, G. 1980. *Culture Consequences: International Differences in Work Related Values*, Beverly Hills, CA: Sage.
14. House, R.J., Hanges, P.J. Mansour J., Dorfman, P. and Gupta, V. (Eds.) 2004. *Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies*, Thousand Oaks, CA: Sage.
15. Schneider, S.C. and Barsoux, J. L. 2002. *Managing Across Cultures, Second Edition*, Harlow, England: Financial Times, Prentice Hall.
16. Bartlett, C. A., & Ghoshal, S. (2000). *Transnational Management: Text, Cases and Reading in Cross-border management*. (3rd, international ed.). Boston: Irwin McGraw-Hill.
17. Cullen, J.B. (2002) *Multinational Management: A Strategic Approach*. Cincinnati: South-Western.
18. Holt, D.H., & Wigginton, K.W. (2002) *International Management* (2nd ed.). Fort Worth: Hartcourt College Publishers.
19. Rodrigues, C. (2001) *International Management: A Cultural Approach*. Cincinnati: South-Western.