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.

Contact Person: Katherine Karl
Phone: 696-3466

NEW COURSE DATA:

<table>
<thead>
<tr>
<th>New Course Title:</th>
<th>International Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpha Designator/Number:</td>
<td>MGT 445</td>
</tr>
<tr>
<td>Title Abbreviation:</td>
<td>International Management</td>
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</tbody>
</table>

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): MGT 320
First Term to be Offered: Fall 2010
Prerequisite(s): 3

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: ________________
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.

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:


INSTRUCTIONAL METHODS

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Activities</th>
<th>Case Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Introduction</td>
<td></td>
<td></td>
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<tr>
<td>1</td>
<td>The global imperative</td>
<td>Transprint in China</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>International Business Environment</td>
<td>Ben &amp; Jerry’s in Moscow</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Government Relations and Political Risk</td>
<td>Click and Mortar Pacific-Western Oil</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Cultural Awareness</td>
<td>Sesame Street in the M/E</td>
<td></td>
</tr>
</tbody>
</table>

**Team Presentations:** Cultural Values and their Implications

| 4    | Social Responsibility & Ethics | Labor Conditions in Latin America *Mexico* | |
| 5    | Global Strategic Planning | Corning & Vitro *Taiwan* | |
| 6    | Going Global | Parmacia Grupo Financiero Inverlat *France* | |
| 9    | Intercultural Communications | Polish/US Joint Venture Can this Man Save Chrysler | |
| 15   | Leadership | Transformational Leader *India, Japan* | |

**Mid-term Examination**

| 10   | Intercultural Negotiations | A Latin Experience in Patience *Saudi Arabia* | |
| 16   | International Teams & Diversity Management | IKEA The Road to Hell *Denmark, Spain* | |
| 11   | International Labor Relations | Developing Private Enterprise in Latvia | |
| 13   | Global HRM *Reading 3:1* | Floundering Expatriate *Singapore* | |
| 12   | Managing the Expatriate | Steve Parker & SA Tech *Germany* | |

**Team Presentations:** Case analysis

**Final Examination**
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


