

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
Joseph M. Bryan School of Business and Economics
Department of Business Administration

MBA 616-11 – Managing in a Global Environment

Course Syllabus – Spring 2005
(Mar 15 – May 3)

I. Instructor

Mr. Ron Abernathy
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Office Hours: By appointment

II. Logistic Info

Tuesdays 6:30 PM - 9:20 PM
Bryan School of Business and Economics

III. Prerequisites

MBA 604, 605, 606, 607

Co-requisite

MBA 613

IV. Required Text

Helen Deresky, *International Management: Managing Across Borders and Cultures*, 4th Edition, Prentice Hall, 2003.

V. Course Description

Examines the environmental, cultural, political, legal and operational challenges facing managers in doing business across international borders.

VI. Course Objectives

Upon completion of this course, students will be able to:

- * Describe the structure of the global economy and the perspective of the various “players” in that economy.
- * Indicate the cultural factors that should be taken into account in the determination of

management styles and HRM policies.

* Discuss the legal and technological environmental factors that create opportunities or barriers for multinational companies.

* Describe the public policy and political factors that can affect the risks of entering and operating in a foreign country.

* Identify the key ethical and environmental issues that are typically connected with international business.

* Discuss the pros and cons of various methods for entering national markets.

* Describe the foreign exchange markets and indicate how multinational firms can handle exchange-rate risk.

VI. Other Study Resources

In addition to the textbook, a variety of other sources will be used throughout the semester. I will also use **Blackboard** to communicate various requirements.

VII. Evaluation Methods and Teaching Strategy

Course will be taught using lectures, discussions and case analysis. This course will be letter graded and the student's final grade will be based on:

* Homework Assignments	30%
* Class participation	10%
* Exam/Course Paper	60%

NOTE: Group presentations will be discussed and assigned during the first session.

The final grading scale is as follows:

<u>Letter Grade</u>	<u>Numerical Score</u>	<u>Letter Grade</u>	<u>Numerical Score</u>
A	92-100	C	72-77.9
A-	90-91.9	C-	70-71.9
B+	88-89.9	D+	68-69.9
B	82-87.9	D	62-67.9
B-	80-81.9	D-	60-61.9

C+ 78-79.9 F < 60

DATE TO REMEMBER: No Class After May 3)

Significant Policies:

Attendance: Students are expected to attend sessions. A student should contact the instructor where work needs and/or health problems make attendance impossible. Remember, only 8 classes!

Inclement Weather: In case of inclement weather, this class will follow University guidelines.

Academic Honor Code: Each student is required to sign the Academic Integrity Policy on all work submitted for this course.

Additional Requirements: Students are expected to be prepared for class and participate in discussions.

CLASS SCHEDULE – MBA 616-11/ Spring 2005

<u>Date</u>	<u>Topic or Assignment</u>
Mar 15	Introduction / Chapter 1 – Assessing The Environment – Political, Economic, Legal, Technological Home Assignments/Project/Course Overview POST 9/11 RISK PLANNING PRACTICES
Mar 22	Chapter 2 – Managing Interdependence Case Studies: Aung Sein & Footwear International ETHICS/CODES OF CONDUCT
Mar 29	Chapters 3 – 4 The Cultural Context of Global Management SOCIOCULTURAL DIFFERENCES/CULTURAL VALUES
Apr 5	MID TERM Case Studies: Guanxi & Expat in China

- Apr 12 Chapter 5 – Cross Cultural Negotiations
Case Study: Moto
PROCESS OF ENVIRONMENTAL ASSESSMENT
- Apr 19 Chapters 6 - 7 Formulating and Implementing Strategy for Global Operations
CONTINGENCY LEADERSHIP & FRED BAILEY
- Apr 26 Chapters 9 – 11 Global Human Resources Management
Case Studies: Whirlpool & Daimler
WHY AN MNC NEEDS TO BE GLOBAL AND ACT LOCAL
- May 3 FINAL EXAM/Course Paper