

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

Joseph M. Bryan School of Business and Economics

Department of Business Administration

MBA 616-51 – Managing in a Global Environment

Course Syllabus - Spring 2005

(Jan 10 – Mar 14, 2005)

I. Instructor

Mr. Ron Abernathy
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Office Hours: By appointment

II. Logistic Info

Mondays/Wednesdays, 3:30 PM - 4:45 PM
Bryan School of Business and Economics, Room 206

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 (SWOT/PEST).

* 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:

* Case write-ups	25%
* Exams	25%
* Case presentation	25%
* Class participation	25%

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>
<i>A</i>	91-100	<i>B</i>	81-90
<i>C</i>	71-80	<i>D</i>	59-70

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.

“Get Out of Jail Free” Cards: Rather than try to judge the veracity of every reason for any student’s absence, I will give each of you one (and only one) of these cards. If and when you choose to cash it in, your absence is excused.

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 616-51/ Spring 2004

<u>Date</u>	<u>Topic/Assignment</u>
Jan 10/12	Introduction / Chapter 1 – Assessing The Environment Group Presentation Assignments Case 3: Footwear International
Jan 19	Chapter 2 – Managing Interdependence Case Study: Aung Sein
Jan 24/26	Chapters 3 – 4 The Cultural Context of Global Management/ Communicating Across Cultures Case Study: Guanxi in Jeopardy
Feb 2	Chapters 5 – Cross Culture Negotiation Case Study: Moto
Feb 7/9	Chapters 6/7 – Strategy/Alliances Case Study: Whirlpool
Feb 14/16	Chapter 8 – Organization Structure Case Study: Expat in China
Feb 21/23	Chapters 9/10 – Staffing/Global Cadre Case Study: Maywood
Feb 28/Mar2	Chapter 11 - Motivating and Leading Case Study: Daimler

Mar 7/9 Presentations

Mar 9 or 14 FINAL EXAM