



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

## BUSMHR 3000: Advanced Topics in International Business Fall 2016

<b>Instructor:</b>	Christina A. Monahan
<b>Email:</b>	monahan.29@osu.edu
<b>Office Hours:</b>	By appointment
<b>Class Hours:</b>	Tuesday/Thursday 9:35 – 10:55am (Gerlach Hall 355)
<b>Required Text:</b>	Luthans, F., & Doh, J.P. (2015). <i>International Management: Culture, Strategy, and Behavior</i> , 9th edition. New York: McGraw-Hill Education.
<b>Course Website:</b>	Course information will be posted on Carmen ( <a href="http://carmen.osu.edu">http://carmen.osu.edu</a> ). This web site will be used to provide you with access to announcements, session outlines and assignments, handouts, most of my slides, and grade information. If you have questions or problems with Carmen, call 688-HELP or e-mail <a href="mailto:carmen@osu.edu">carmen@osu.edu</a> .

### COURSE DESCRIPTION

This course focuses on the challenges and opportunities associated with organizational management and business strategy in the global environment. The International Management course is intended to be a challenging advanced management course for the undergraduate business student. Students will gain a general overview of the process and effect of internationalization in contemporary business, along with an introduction to theories, concepts and skills relevant to managing effectively in today's global environment. Students will be challenged to integrate knowledge they have gained from other business core courses and apply their accumulated knowledge to business case studies. Students will engage in active research and analytical problem solving related to managing in the international environment.

### COURSE OBJECTIVES

1. Understand and assess the drivers and consequences of globalization, its impact on specific regions, and the emerging concerns about its influences on countries around the world
2. Compare and contrast different political, legal, and economic systems and technological forces and their impact on international management
3. Understand and appreciate the need for ethics and social responsibility in international management, and the growing pressures on firms to act in an ethically and socially responsible manner in their global business operations
4. Explain and understand the challenges of managing across cultures
5. Integrate and apply the basic elements of international strategic management, including the pressures and cost/benefits of strategies that emphasize global integration versus local adaptation; describe the specialized strategies required for emerging economies and for international new ventures
6. Compare and contrast the modes of entry and the basic choices for organizing firms involved in international business and describe the conditions under which specific entry modes and organizational structure are most effective
7. Describe methods used to analyze and assess political risk and how MNCs apply those methods as they attempt to manage the level of political risk in developed and developing countries, appreciate the broader efforts firms make to manage their relations with host governments, and discuss the various options for managing alliances and joint ventures, especially those in which host governments are involved

8. Explain and apply the mechanisms for ensuring effective control and decision-making in international organizations
9. Understand the importance of leadership to international management, including the role of different leadership types and practices and the importance of entrepreneurial and ethical and socially responsible leadership

## **INSTRUCTIONAL PHILOSOPHY**

Each of us is responsible for the success of this class. I have tried to design the course to maximize your learning and I am committed to creating a positive learning environment in the classroom. What you get out of the course is, however, ultimately up to you. My goal is to strike a balance between my presentation of material and your involvement in discussions, cases and exercises. If we both do our parts, this course will be a positive learning experience for all of us.

Individual participants will be responsible for completing reading assignments and participating in discussion of those readings. If we are unable to complete all that we need to do in a given session, we may or may not carry it over to the next session, but you will still be responsible for reviewing any slides or notes that may not have been covered as the content is relevant to your graded assignments. You are required to read assigned chapters, cases, and articles prior to class. I will not cover everything in the textbook, but will highlight the most critical topics. Your **participation is very important** and I expect high levels of participation and engagement in order to move our class forward and ensure your best learning.

## **EXPECTATIONS**

1. Attendance. Regular attendance throughout the semester is critical and appreciated (as is arriving on time). Understanding will not be acquired by reliance on readings instead of class attendance nor vice versa. Furthermore, I expect you to be here when you're here (i.e., intellectually engaged, not just physically present).
2. Preparation. Come to class having completed the assigned readings, cases, and exercises; review those materials prior to class so you are prepared to discuss them, and bring your course materials with you to class. I structure the class time assuming that you have completed the assignments. Class time will be spent evaluating, integrating and supplementing the material covered in the assignments, not rehashing that material.
3. Contribution. Ask questions and contribute your thoughts and personal experiences whenever relevant. Engage in regular introspection and apply the course material to your own experiences. Everyone benefits from a more positive learning environment and the class becomes more interesting when students actively contribute to the discussion. We can all learn from one another in this class!
4. Professionalism. Be respectful of each other and demonstrate a high level of courtesy and professionalism. This includes minimal side talking, no making or taking phone calls, text messaging, or surfing the web during class. These behaviors are distracting and disrespectful to both me and your fellow students, and they reflect poorly on you. We will treat one another with personal respect at all times. Civility in the classroom is non-negotiable. And being supportive and open to the ideas of others is an important part of the learning process.

## **GRADING**

Grades will be based on 3 assignments, 3-5 quizzes, a group project, and in-class contributions.

Any issues concerning grades need to be brought to my attention within one week of the date the graded assignment is returned to the student. Grades assigned at the end of the quarter are not negotiable. Grades are not rounded up---the time to accumulate points is during the class session, not at the end of it.

**Assignments: 110 Points**

The 3 written assignments (worth 30, 40, and 40 points) will require answering discussion questions, the application of course content, and/or case analysis. The dates on which assignments will be handed out and the due dates for the assignments are indicated in the weekly class schedule located on the course website. Late assignments will be docked two points for each day late. If you anticipate being absent on a day that an assignment is due, you may turn in your completed assignment via email. When doing so, it is your responsibility to confirm that I have received your document.

**Quizzes: 40 Points**

There will be 3-5 quizzes over the course of the semester. Quizzes will cover material from the assigned readings.

**Group Presentation and Written Summary: 60 Points**

Your group will choose, contact, and interview an executive or person in a management position at a multi-national corporation. You will orally present the main discussion points covered in your interview (and any additional insight gained during the interview) in a 15 minutes in-class presentation. A more specific Group Presentation/Summary memo and scoring rubric will be provided during the second half of the course, but the assignment includes:

1. Written 2-3 page summary
2. Group oral presentation

**Attendance/Participation: 40 Points**

Students are expected to arrive on time, prepared for class, and ready to participate in discussions and group activities in a mature manner. Students arriving more than 2 minutes late or leaving early will get points deducted from their attendance grades for that session. Students will be held responsible for all material covered, and all announcements made in class if absent.

The above described elements will be totaled to determine your final grade out of a possible 250 points:

<b>Course Component</b>	<b>Points</b>
Assignment 1	<b>30</b>
Assignment 2	<b>40</b>
Assignment 3	<b>40</b>
Quizzes	<b>40</b>
Participation	<b>40</b>
Group Project	<b>60</b>
<b>Total</b>	<b>250</b>

**ACADEMIC MISCONDUCT**

The Ohio State University's Code of Student Conduct, Section 3335-23-04 defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct. The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's Code of Student Conduct may constitute "Academic Misconduct." Sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. For more information, please reference: <http://oaa.osu.edu/coamfaqs.html#academicmisconductstatement>

## **OSU DISABILITY POLICY**

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12th Avenue.