

SYLLABUS - INTERNATIONAL MANAGEMENT - MGT 3090 – WINTER 2017

Department of Management and Marketing
William Paterson University, New Jersey

Course Description (from the undergraduate catalog)

This course provides a framework for the analysis of international management problems. It defines the nature of the international, multi-national, and transnational company. It also examines the evolution of these types of enterprises, develops a model of a multinational firm in a dynamic global setting, and provides a bridge among the disciplines of economics, sociology, political science, and international management.

Course Prerequisites

MGT 2000

Instructor

Dr. Ali Mir; e-mail: mira@wpunj.edu Office: 3052; Valley Road Building

Office Hours

Since this is an online class, there are no formal office hours. However, I will be available to answer questions and queries through email or through Blackboard. If you need to, we can set up a live-chat as well.

Text

Title: International Business: The Challenges of Globalization

Author: John Wild and Kenneth Wild

Publisher: Pearson

Learning Outcomes

Upon completing the course, students will be able to:

- ◆ Understand the processes of globalization and its impact on contemporary organizations
- ◆ Learn about differences in political economy and culture across national boundaries and its relevance to international business
- ◆ Recognize issues related to ethics in international business
- ◆ Comprehend theories of international trade and the international monetary system
- ◆ Understand concepts behind the strategy of international business operations

Topics Covered

Here's a partial list of topics you can expect to learn about in this course: The Forces of Globalization, Cross-Cultural Business, Ethics and Social Responsibility, International Trade, Business Government Trade Relations, Foreign Direct Investment, Regional Economic Integration, International Financial Markets, the International Monetary System, International Business Strategies, Entry Modes into Global Markets, Managing International Operations.

Teaching Methods/Expectations

Readings

The course is divided into 12 lessons. Each lesson requires you to do a set of readings, examine a set of slides, listen to audio files, and watch online videos. All lessons, readings, assignments, and exams will be posted on the Course Material page on Blackboard.

Assignments

You will have to work on four writing assignments during the course of this class. Details about the assignments, the due dates, and the grading criteria will be posted on Blackboard.

Exam: You will have to take one online exam. Details about the exam and how to take it will be posted on Blackboard.

Research Project: You will have to submit a research paper on the global operations of a multinational corporation of your choice. Instructions on how to conduct this research will be posted on Blackboard.

Grading

Your grades will be determined as follows:

Assignments: 30%

Exam: 40%

Research Paper: 30%

The following scheme shall be used for your letter grade: A: 93-100%; A-: 90-92%; B+: 87-89%; B: 84-86%; B-: 80-83%; C+: 77-79%; C: 74-76%; C-: 70-73%; D+: 67-69%; D: 64-66%; D-: 60-63%; F: <60%. This may be changed at the instructor's discretion.