

INTERNATIONAL MANAGEMENT
MGT 3090
Department of Management and Marketing
College of Business
William Paterson University of 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

The following is a list of topics that will be covered in this class:

- ◆ Globalization
- ◆ National Differences in Political Economy
- ◆ Differences in Culture
- ◆ Ethics in International Business
- ◆ International Trade Theory
- ◆ The Political Economy of International Trade
- ◆ Foreign Direct Investment
- ◆ Regional Economic Integration
- ◆ The Foreign Exchange Market
- ◆ The International Monetary System
- ◆ The Global Capital Market
- ◆ The Strategy of International Business
- ◆ The Organization of International Business
- ◆ Entry Strategy and Strategic Alliances
- ◆ Exporting, Importing, and Countertrade
- ◆ Global Production, Outsourcing, and Logistics
- ◆ Global Marketing and R&D
- ◆ Global Human Resource Management
- ◆ Accounting in the International Business
- ◆ Financial Management in the International Business

Teaching Methods/Expectations

Readings

The course is divided into 10 lessons. Each lesson requires you to do a set of readings, examine PowerPoint slides, and in some cases, submit a writing assignment. You will also be required to listen to audio files and watch online videos. All lessons, readings, assignments, and exams are posted on Blackboard under the 'Course Material' tab.

Assignments

You will have to work on five writing assignments during the course of this class. Each assignment will be around 1,200 to 1,500 words long. The assignments will have to be submitted on the Discussions section of Blackboard.

Exams: You will have to take two online exams during the semester. The exams will be open-book and consist of multiple-choice, short-answer, and essay questions.

Grading

Your grades will be determined as follows:

Exam 1: 25%

Exam 2: 25%

Writing assignments: 50%

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.

Academic Integrity

The University has an obligation as an educational institution to ensure that each student's work is his/her own. Dishonesty in such academic practices as assignments, examinations, or other academic work cannot be condoned. Please familiarize yourself with the university's policy on academic integrity and ensure that the work you submit for your assignments and exams is your own. Plagiarism will result in a fail grade for the course.

Notes

Please note that late assignments will not be graded. Make sure you stick to the deadlines. There will be no extra-credit assignments for this course. I will be communicating with you regularly and it is your responsibility to make sure you are staying informed about the class. In particular, you **MUST** check your school email and the Blackboard page for this class regularly.