

CHAMINADE UNIVERSITY

COURSE SYLLABUS

COURSE TITLE: MGT 414, International Business Management
TERM: January 11, 1999 - May 6, 1999
TIMES: Monday, Wednesday and Friday, 8:00 - 8:50
PLACE: Henry Hall 107

INSTRUCTOR: Caryn Callahan, Ph.D.
OFFICE HOURS: By Appointment
OFFICE PHONE: 739-4689 (Kieffer Hall, Number 4)
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COURSE DESCRIPTION

The course will focus on business activities that cross national boundaries, including foreign direct investment, international trade, regional trade **blocks**, international financial institutions, etc. The objective of the course **will** be to develop a familiarity with the theories and practices of international business management.

COURSE PROCEDURES

A mixed lecture and seminar format will be used, requiring class discussion and participation. Classes will include lectures, case **discussions** and oral presentations.

GRADING

Midterm Examination	20%
Final Examination	20
Group Case Write Ups (5 per group)	35
Oral Presentation and Research Paper	25

ASSIGNMENTS

Reading **assignments** ~~will be taken from the~~ assigned **textbook** and, occasionally, from supplementary material.

TEXTBOOK

International Business. Environments and Operations, John D. Daniels and Lee H. Radebaugh, Addison-Wesley.

CASE PRESENTATION (35%)

A case is assigned each week (for a total of 13 **cases** for the **semester**). Each student will join a team which will write up and submit a case analysis of five of **these cases**. Your team's cases will be assigned after classes begin. (All students are expected to read the fourteen weekly cases and be prepared to discuss them orally, but only the assigned team will submit a written case analysis.) Your group write up should not exceed **six pages** in length. (See the attached document, "How to Write an Abbreviated Case **Analysis.**") Case presentation and write-up is due on Friday of the week assigned.

ORAL PRESENTATION (25%)

Each student will do an oral presentation of 10 minutes in length. Each presentation should **analyze** in depth one issue in contemporary international management. The oral presentation should be professionally prepared and delivered. You will be expected to use Powerpoint or to prepare visual aids and handouts. Once the dates of the presentations are announced, you will be penalized if you do not give one week's notice if you want to change the date of your presentation.

The report should not repeat material from our **textbook** or any other textbook. Please use books, magazines, journals and the Internet to do your research rather than textbooks.

Please write up your oral report, including Bibliography, in the format of a research report and submit it for grading. Length should be five to eight pages. In order to give all students the same amount of preparation **time**, the written reports are all due on the last day of class, Friday, April 30, rather than on the date that the student makes his/her individual presentation.

1999 SCHEDULE AND ASSIGNMENTS

WEEK 1, Sessions #1, #2 and #3

Monday, January 11; **Wednesday**, January 13 and Friday, January 15

Week 1 Assignment: Textbook, Chapters 1 **and 2**

"International Business: An Overview"

"The Cultural Environments Facing Business"

Case #1: "Blockbuster Video," Chapter 1, page 34.

WEEK 2, **Sessions #4**, #5 and #6

Monday, January 18; Wednesday, January 20 and Friday, January 22

Week 2 Assignment: **Textbook**, Chapters 3 and 4

"The **Political** and Legal Environments Facing Business"

"The Economic Environment"

Case #2: "Pizza Hut in Brazil," Chapter 4, page 180.

WEEK 3, Sessions #7, #8 and #9

Monday, January 25; Wednesday, January 27 and Friday, January 29

Week 3 Assignment: Textbook, Chapters 5 and 6

"International Trade Theory"

"Governmental **Influence** on Trade"

Case #3: "The Cashew," Chapter 5, page 227.

WEEK 4, Sessions #10, #11 and #12

Monday, February 1; Wednesday, February 3 and Friday, February 5

Week 4 Assignment: Textbook, Chapter 7 and 8

"Economic Integration and Cooperative Agreements"

"Foreign Direct Investment"

Case #4: "Crystal Lake Manufacturing," Chapter 7, page 323.

WEEK 5, Sessions #13, #14 and #15

Monday, February 8; Wednesday, February 10 and Friday, February 12

Week 5 Assignment: Textbook, Chapter 9

"Foreign Exchange"

Case #5: "Illusion Textiles and the Mexican Peso," Chapter 9, page 400.

WEEK 6, Sessions #16, #17 and #18

Monday, February 15, Wednesday, February 17 and Friday, February 19

Week 6 Assignment: Textbook, Chapter 10

"The Determination of Exchange Rates"

Case #6: "The Japanese Yen," Chapter 10, page 436.

WEEK 7, Sessions #19, #20 and #21

Monday, February 22; Wednesday, February 24 and Friday, February 26

Week 7 Assignment: Textbook, Chapter 11

"The Impact of the Multinational Enterprise"

Case #7: "Foreign Real Estate Holdings in the United States," Ch. 11, p. 473.

Review for Midterm

WEEK 8, Sessions #22, #23 and #24

Monday, March 1; Wednesday, March 3 and Friday, March 5

WEDNESDAY, MARCH 3: MIDTERM EXAMINATION

(Covers Chapters 1 through 11)

WEEK 9, Sessions #25, #26 and #27

Monday, March 8; Wednesday, March 10 and Friday, March 12

Week 9 Assignment: Textbook, Chapters 12 and 13

"International Business Negotiations and Diplomacy"

"Country Evaluation and Selection"

Case #8: "PepsiCo in India," Chapter 12, page 512.

WEEK 10, Sessions #28, #29 and #30
Monday, March 15; Wednesday, March 17 and Friday, March 19

Week 10 Assignment: Textbook, Chapters 14 and 15
"Collaborative Strategies"
"Control Strategies"

Case #9: "International Airline Alliances," Chapter 14, page 599.

WEEK OF MARCH 22 - MARCH 26
NO CLASS: **SPRING** BREAK

WEEK 11, Sessions #31, #32 and #33
Monday, March 29; **Wednesday**, March 31 and Friday, April 2

Week 11 Assignment: Textbook, Chapters 16 and 17
"Marketing"
"Export and Import Strategies"

Case #10: "Avon," Chapter 16, page 694.

WEEK 12, sessions #34, #35 and #36
Monday, April 5; Wednesday, April 7 and Friday, April 9

Week 12 Assignment: Textbook, Chapter 18
"Global Operations Management and **Sourcing Strategies**"

Case #11: "Applied Magnetics Malaysia," Chapter 18, page 775.

WEEK 13, Sessions #37, #38 and #39
Monday, April 12; Wednesday, April 14 and Friday, April 16

Week 13 Assignment: Textbook, Chapter 19
"Multinational Accounting and Tax Functions"

Case #12: "Daimler-Benz and a U.S. **Listing**," Chapter 19, page 817.

WEEK 14, **Sessions** #40, #41 and #42

Monday, April 19; Wednesday, April 21 and Friday, April 23

Week 14 Assignment: Textbook, Chapter 20

"The Multinational Finance Function"

Case #13: "NCR's Risk Management Strategy," Ch. 20, p. 856.

WEEK 15, **Sessions** #43, #44 and #45

Monday, April 26; Wednesday, **April** 28 and **Friday**, April 30

Week 14 Assignment: Textbook, Chapter 21

"Human Resource Management"

Case #14: "Office Equipment Company (OEC)," Ch. 21, page 903.

REVIEW FOR FINAL

FINAL EXAM

To be **scheduled**

FINAL EXAM WILL COVER CHAPTERS STUDIED **SINCE** THE MIDTERM

HOW TO WRITE AN ABBREVIATED CASE ANALYSIS

Developing greater ability to identify and solve business problems lies at the heart of successful management. Many of the functions managers perform and roles they fill require a substantial amount of problem solving. Identifying problems and solving them effectively requires that managers put all their **skills** to work. Case studies are a time-honored method for getting practice in managerial problem solving. The following suggested outline should help you prepare your case study.

Abbreviated Case Study Outline

Case Summary (1/2 page)

No matter how involved, the relevant **case** features can usually be **summarized** in half a page. Your mission is not to rewrite the case, but to solve the problems. Please keep this section as short as possible.

Diagnosis: 1-2 pages

Summarize the major problems in the case in a problem statement. Writing a diagnosis or problem statement **requires you to use a mix of textbook theories**, experience and intuition to **discover** what is wrong. You will need to analyze the meaning of a variety of symptoms before formulating a problem statement.

Identifying Alternatives and Choosing the Best (1 page)

Solving a problem is a process of **identifying** alternative solutions to resolve the problem discovered during the diagnosis, and choosing the best one. Organizational problems are often multifaceted and there is usually more than one way to solve a given problem. Managers prescribing solutions must resist the urge to satisfice (to choose the first alternative that seems workable), but must instead push themselves to consider several potential solutions and choose the best available alternative.

Briefly list up about three alternatives and choose the best. Each alternative should be described in a brief paragraph. Please do not exceed one page for this portion.

Action Plan: 1-2 pages

The Action Plan describes how to set in motion a proposed solution. In this step, you must stipulate the specific activities you believe are needed to solve a particular problem, then describe the **implementation** of these activities. Sometimes it is possible to solve the problem by better implementation of a program already in place. At other times it is necessary to start from scratch, creating a new sequence of activities.

Adapted from **Organizational Behavior. Case and Exercise Book**, Wagner and Hollenbeck, Prentice Hall, 1998.