# MGMT 4660: International Management - 3 HRS

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<tr>
<th>Department of</th>
<th>School of</th>
<th>Business</th>
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**Instructor Name:** Trond Bergestuen  
**Office Location:** FH, 302A (Adjunct Faculty landscape)  
**Office Phone:** 817-372-8759  
**Email Address:** trond.bergestuen@untdallas.edu

**Office Hours:** Wednesdays & Thursdays, 6:00-7:00PM

**Course Format/Structure:** Face to face  
**Classroom Location:** FH212  
**Class Meeting Days & Times:** Wednesdays, 7:00-9:50PM

**Course Catalog Description:** A comprehensive framework is used to study the management of multinational operations in cross-cultural environments with a focus on the decisions that managers must make. Topics include strategic planning, organization, human resources, operations management, entrepreneurship and ethics

**Prerequisites:** None  
**Co-requisites:** None


**Recommended Text and References:** [http://economist.com/](http://economist.com/)  
[http://cnn.com/WORLD](http://cnn.com/WORLD)  

**Access to Learning Resources:**  
UNT Dallas Library: (Founders Hall)  
phone: (972) 780-1616  
web: [http://www.untdallas.edu/library](http://www.untdallas.edu/library)  
e-mail: Library@untdallas.edu  
UNT Dallas Bookstore: (Building 1)  
phone: (972) 780-3652  
web: [http://www.untdallas.edu/bookstore](http://www.untdallas.edu/bookstore)  
e-mail: untdallas@bkstr.com

**Course Goals or Overview:** The goals of this course is to teach students an international perspective in business.

**Learning Objectives/Outcomes:** At the end of this course, students will:
1. have an overview of management in a multinational organization
2. outline and discuss the impact of culture and diversity of environments on traditional management functions: planning, organizing, directing/staffing and controlling.
3. define international business ethics and social responsibility.
4. identify current problems, issues and trends faced by multinational managers.
5. discuss the day-to-day life of a manager working for a multinational organization.
6. develop an understanding of the evolution of multinational organizations and the role of management.
**Course Outline**
This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Topics</th>
<th>Related SLO</th>
<th>Readings/Activities/Assignments</th>
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<tbody>
<tr>
<td>Class 1 1/18/17</td>
<td>Multinational Management in a Changing World</td>
<td></td>
<td>Read C&amp;P Chapter 1</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Introduction and presentation of syllabus in class.</td>
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<tr>
<td>Class 2 1/25/17</td>
<td>Culture and Multinational Management</td>
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<td>Read C&amp;P Chapter 2</td>
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<td></td>
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<td></td>
<td>Read “Cultural Constraints in Management Theories” by Geert Hofstede before class.</td>
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<td>Watch video in class: Cultural Dimensions</td>
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<td></td>
<td><em>What’s due:</em> Submit News Report 1 by 7pm</td>
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<tr>
<td>Class 3 2/1/17</td>
<td>International Human Resource Management</td>
<td></td>
<td>Read C&amp;P Chapter 11 &amp; 12</td>
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<tr>
<td></td>
<td>HRM in the Local Context: Knowing When And How to Adapt</td>
<td></td>
<td><em>What’s Due:</em> Submit News Report 2 by 7pm</td>
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<tr>
<td>Class 4 2/8/17</td>
<td>International Negotiation and Cross Cultural Communication</td>
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<td>Read C&amp;P Chapter 13, 14</td>
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<td></td>
<td>Motivation in Multinational Companies</td>
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<td><em>What’s Due:</em> Submit News Report 3 by 7pm</td>
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<td>Class 5 2/15/17</td>
<td>Leadership and Management Behavior in Multinational Companies</td>
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<td>Read C&amp;P Chapter 15, 3</td>
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<td></td>
<td>The Institutional Context of Multinational Management</td>
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<td><em>What’s Due:</em> Submit Article Review 1 by 7pm</td>
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<tr>
<td>Class 6 2/22/17</td>
<td>Managing Ethical and Social Responsibility Challenges In Multinational Companies</td>
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<td>Read C&amp;P Chapter 4</td>
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<td><em>What’s Due:</em> Submit Article Review 2 by 7pm</td>
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<tr>
<td>Class 7 3/1/17</td>
<td>Review for Midterm exam</td>
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<td>Watch video in class: India Rising</td>
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<tr>
<td>3/8/17</td>
<td>MIDTERM/EXAM 1 (Blackboard)</td>
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<td>Chapters 1, 2, 11-15</td>
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<tr>
<td>3/15/17</td>
<td>SPRING BREAK</td>
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Revised April 2016 supersedes all previous versions
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<thead>
<tr>
<th>Class 8</th>
<th>Strategic Management in the Multinational Company: Content and Formulation</th>
<th>Read C&amp;P Chapter 5</th>
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<tr>
<td>3/22/17</td>
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<tr>
<td>Class 9</td>
<td>Multinational and Entry-Mode Strategies: Content and Formulation</td>
<td>Read C&amp;P Chapter 6</td>
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<td>3/29/17</td>
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<tr>
<td>Class 10</td>
<td>Organization Design and Multinational Companies</td>
<td>Read C&amp;P Chapter 8</td>
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<td>4/5/17</td>
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<tr>
<td>Class 11</td>
<td>International Strategic Alliances: Design and Management</td>
<td>Read C&amp;P Chapter 9</td>
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<tr>
<td>4/12/17</td>
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<td>Watch video in class: Coca Coca</td>
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<td>Class 12</td>
<td>Country Presentations I</td>
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<td>4/19/17</td>
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<tr>
<td>Class 13</td>
<td>Country Presentations II</td>
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<td>4/26/17</td>
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<tr>
<td>Class 14</td>
<td>Country Presentations III+ Review for Final Exam</td>
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<td>5/3/17</td>
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<tr>
<td>5/10/17</td>
<td>FINAL EXAM/EXAM 2 (Blackboard)</td>
<td>C&amp;P Chapters 3-6, 8-9</td>
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**Course Evaluation Methods**

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**Exams:**
Students will take the exams on Blackboard. It is the student’s responsibility to become proficient at Blackboard. Exams will consist of multiple choice type questions.

No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

**Assignments: -**
**News Report** (3 assignments) – Each student is expected to summarize a news article related to international management from one of the following sources and submit a summary/critical evaluation before class on the stated dates. Submissions will be via Turnitin. Each report is expected to be approximately 1 double spaced page.

http://www.economist.com/
http://www.cnn.com/WORLD/
http://www.bbc.co.uk/news/world/

**Article Review** (3 assignments)– Each student will choose 3 articles (other than “Cultural Constraints in Management Theories” and “Competitive Advantage of Nations”) from the folder titled “Articles” on Blackboard under course content. Students are expected to read and write a critical evaluation of the articles. Each article review/critical evaluation is expected to be approximately 2 double spaced pages. Article reviews will be submitted via Turnitin.

**Project: -**
**Country Presentation** – Each group of students (3-4 per group) will choose a country, do research about the
country and present findings in class. Each presentation is expected to be approximately 45 minutes. Professional
taille is required for presentation.

Projects will be evaluated based on the following:
1. Analysis (Breadth and depth of topics covered, linkages among issues, creativity in application and
   interpretation, relatedness of the material etc.)
2. Research (Research efforts, variety and number of sources (interviews, journal articles, newspapers, online
   sources, government sources etc.) used, success in applying research to the topic, etc.)
3. Application of course material (Successful use of constructs, frameworks, etc. learned in class in analyzing
   the topic)
4. Organization and style of presentation (Logical order of topics, clarity, linkages among issues, ability to
   present the key points, etc.)

Presentation Should Address the Topics Listed Below:
1. The impact of globalization on international trade between this country and (a) the world, and (b) the US.
2. Discuss this country’s cultural characteristics. Use Hofstede’s framework to classify the culture in this
   country and compare it to that in the United States. Draw appropriate and insightful conclusions about the
   importance of cultural differences on doing business in that country.
3. Discuss this country’s legal, political and financial system. Also, discuss the status of this country’s
   infrastructure support (e.g. transportation, electricity, communication/information system, etc.).
4. Paint a picture of the national economy of this country. Assess which sectors are expected to drive the
   economy in the next few years. What are your projections (provide data) on the state of this country’s
   economy in the next 5-10 years?
5. General presentation of business practices in the country. Make special notes on those areas where the
   business practices in this country differ from those in the US. For example:
   * Social and cultural “dos and taboos” for conducting business. (e.g., Cultural stereotypes, regional
     differences, local customs, communication styles, correspondence, dress and appearance, language,
     entertainment, socializing, networking, gift-giving, etc.)
   * Religion and gender issues
   * Impact of politics, legal and education system
   * Impact of foreign business practices on local industries
   * Business ethics and the underground economy
   * The income distribution spread between rich and poor
   * Negotiating with business executives from that country
6. Evaluate the national resources (e.g., natural, financial, and human resources, political, legal and
   educational climates, culture and other social factors, etc.) in relation to how they affect business in the
   country.
7. Identify at least two sectors of the economy that could be the most attractive targets for US companies.
   What makes these sectors attractive?

Grading Matrix:

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<thead>
<tr>
<th>Instrument</th>
<th>Measures SLO</th>
<th>Value (points or percentages)</th>
<th>Total</th>
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<tbody>
<tr>
<td>News Reports</td>
<td>3 reports at 6 + 7 + 7 points</td>
<td></td>
<td>20</td>
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<tr>
<td>Article Reviews</td>
<td>3 papers at 10 points each</td>
<td></td>
<td>30</td>
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<tr>
<td>Country Presentation</td>
<td>100 points (group grade)</td>
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<td>100</td>
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<tr>
<td>Midterm Exam</td>
<td>150 points</td>
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<td>150</td>
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<tr>
<td>Final Exam</td>
<td>150 points</td>
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<td>150</td>
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<tr>
<td>TOTAL:</td>
<td></td>
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<td>450</td>
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Grade Determination

A = 405 - 450 pts; i.e. 90% or better
B = 360 - 404 pts; i.e. 80 – 89 %
C = 315 - 359 pts; i.e. 70 – 79 %
D = 270 - 314 pts, i.e.60 – 69 %
F = 269 pts or below; i.e. less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

CoursEval Policy: Student’s evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students’ evaluations to be an important part of your participation in this class.

Assignment Policy: Articles are available on Blackboard at the beginning of the semester. Students can submit their Articles Reviews any time before the due date. News Reports should be based on current (weekly) news. This course requires Blackboard knowledge.

Exam Policy: Exams will be on Blackboard, and students may take the exam from home. Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University’s code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University’s policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf Refer to the Student Code of Student Rights, Responsibilities and Conduct at http://www.untdallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: “On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.”

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to http://www.untdallas.edu/police/resources/notifications

Attendance and Participation Policy: (Discuss your attendance and participation policy.) The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at http://www.untdallas.edu/hr/upol

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**Diversity/Tolerance Policy:** Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)

**Other Policies:**
Students are expected to use proper written and oral communication.

- **e-mail:** Please follow the guidelines listed below:
  - Give message a subject/title
  - Start the message with a greeting. (ex. Dear Professor Bergstuen)
  - Make sure your message is clear and free of spelling and grammar mistakes
  - Make sure your message has an ending (ex. Sincerely, regards, best wishes)
  - Include your name at the end of the message. If you are sending an e-mail to trond.bergestuen@untdallas.edu, include the course and section number for the course as well (MGMT4660).

- **Communication:** Preferred method of communication for this course is e-mail (trond.bergestuen@untdallas.edu). I check my e-mail at least once a day during the week and at least once during the weekend. If it is an urgent issue, send me a text (817.372.8759)

- **Readings:** Students are required to bring their own copies of articles to class on days there is a reading assignment.