

Course Outline

Department of Marketing, International Business and
Entrepreneurship
School of Business and Economics

**IBUS 4570-3
Global Management (3,0,0)**

Calendar Description

Students conduct an integrative and comprehensive overview of the fundamental issues and challenges that confront the international firm. Topics include globalization and international linkages; public, legal and technological environments; meaning and dimensions of culture; organizational culture and diversity; cross-culture communication and negotiation; strategy formulation and implementation; entry strategies and organizational structures; managing political risk, government relations, and alliances; management decision and control.

Educational Objectives/Outcomes

Upon successful completion this course, students are be able to:

1. Assess the drivers and consequences of globalization and international linkages.
2. Discuss the economic perspectives of major international regions.
3. Compare different political, legal, and economic systems and technological forces and their impact on global management.
4. Apply the dimensions of culture and the concept of “national culture.”
5. Illustrate the challenges and implications of managing across diverse cultures.
6. Explain the concept of organizational culture and multiculturalism.
7. Apply the elements of strategic management to emphasize global integration versus local adaptation.
8. Describe the specialized strategies required for emerging economies and international new ventures.
9. Discuss the impact of entry strategies on organizational structure.
10. Analyze, assess and manage political risk in developed and developing countries.
11. Manage relations with host governments especially options for dealing with alliances and joint ventures.
12. Manage and control decision making across various cultures.

Prerequisites

IBUS 3510 or IBUS 3511

Texts/Materials

Luthans, F., & Doh, J. P. (2011). “International Management: Culture, Strategy, and Behavior”, 9th edition, Boston: McGraw-Hill Irwin.

Student Evaluation

Attendance and individual classroom participation	0-10%
Weekly assignments, cases and questions	15-30%
Midterm exam	15-30%
Group project	20-30%
Final exam	20-30%

Midterm and final exams must not make up more than 60% of course work and group work must not make up more than 50% of evaluation.

Course Topics

1. Globalization and International Linkages
 - Globalization and internationalization, anti-globalization and regional integration
 - Shifting balance of economic power in the global economy
 - Global economic systems: market, command and mixed economy
 - Economic performance and issues of major regions in established and emerging economies
2. The Public, Legal and Technological Environment
 - Political environment: ideologies, political systems
 - Legal and regulatory environment: international law, trade and investment
 - Technological environment: trends and global shifts in production
3. Meaning and Dimensions of Culture
 - Meanings and dimensions of culture: nature of culture, cultural diversity
 - Values in culture
 - Integrating culture and management
 - National and organizational culture
 - Managing across cultures
4. Organizational Culture and Diversity
 - Nature of organizational culture
 - Interaction between national and organizational cultures
 - Managing multiculturalism and diversity
5. Cross-culture Communication and Negotiation
 - Communication process, styles, flows, barriers
 - Achieving communication effectiveness
 - Managing cross-cultural negotiations
6. Strategy Formulation and Implementation
 - Strategic management
 - Basic steps in formulating strategy
 - Strategy implementation and specialized strategies
7. Entry Strategies and Organizational Structures
 - Export/import, subsidiaries, mergers and acquisitions, alliances and joint ventures, licensing and franchising

- Basic and non-traditional organizational structures
 - Organizational characteristics of multinational corporations
8. Managing Political Risk, Government Relations, and Alliances
- Nature and analysis of political risk
 - Managing political risk and government relations
 - Managing alliances
9. Management Decision and Control
- Decision-making process and challenges
 - Decision and control linkages
 - Performance evaluation as a mechanism of control

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional