



COLLEGE OF BUSINESS

INTERNATIONAL MANAGEMENT

MGT-480

Section 001, Summer III 2009

Course title: MGT480-001 International Management

Location: FDH101

Schedule: Monday, Wednesday, Thursday from 7:00pm to 9:30pm.

Instructor: Professor Steven E. Phelan,
Email: steven.phelan@unlv.edu
Home Page: <http://faculty.unlv.edu/phelan>

Office : BEH307, office hours by appointment.

Textbook: F. Luthans, & J.P. Doh. (2009) *International Management: Culture, Strategy, and Behavior* (7th Edition). McGraw Hill: Boston.

Objective: To gain a practical understanding of the complexities associated with managing a global business operation.

Description: This course considers the practical issues associated with successfully managing a global operation. It covers topics such as cross-cultural management, expatriate issues, and international strategic management. The emphasis will be on comparing international management approaches around the world.

Requirements: Completion of MGT301 Introduction to Management.

SCHEDULE

Week	Day	Topic	Cases	Chapter
Week 1	Monday	Dimensions of culture	Assign cases & countries	4
	Wednesday	Managing across cultures	Corning Coca Cola	5
	Thursday	Cultures and diversity	Euro Disney Disney Japan	6
Week 2	Monday	Cross-cultural negotiation	Wal-Mart Japan	7
	Wednesday	<i>Test One</i>		
	Thursday	Strategy formulation/implementation	Microsoft	8
Week 3	Monday	Entry strategies and structures	Tata	9
	Wednesday	Managing political risk	HP-Compaq	10
	Thursday	Management decision & control	AirAsia	11
Week 4	Monday	<i>Test Two</i>		
	Wednesday	Motivation across cultures	Copy Shop	12
	Thursday	Leadership across cultures	Road to Hell	13
Week 5	Monday	HR across cultures	HSBC Chiquita	14
	Wednesday	Globalization	Colgate Nike	1
	Thursday	<i>Test Three (Final)</i>		

ASSESSMENT

Individual Tests (60%) There will be three 1-hour multiple choice tests during the course each worth 20% for a total of 60% of your final grade. Each test will cover the preceding four chapters of the text.

Paired Country Study (20%) You and a partner will be required to prepare a presentation and written report on issues in cross-cultural management for a country that is unfamiliar to you. (Unfamiliar meaning you (or your family) have not lived or visited there). Assume your audience is a US manager preparing to undertake an expatriate assignment in that country. You should prepare a 10 minute presentation and four-page report on the most important lifestyle and cultural differences between your target country and the US. Use multiple sources (and cite where you draw your material from). Plagiarism will result in a F for this section of the course. There will be about 3 presentations a night during the class and every pair is required to choose a different country. The highest grades will be awarded to presentations that relevant, interesting, theoretically grounded, and original. You should consult multiple sources and demonstrate an ability to synthesize diverse (and perhaps even conflicting) information into a coherent whole. In particular, try to focus on what makes your particular country different from other countries around it (as well as pointing out differences with the US). The written report will be due on the night of your presentation.

Group Case Presentation (20%). Two pairs should join into a group of four, where you will present the main findings of one of the cases in our text, as assigned. Presentations should be 15-20 minutes maximum. You should also provide a written set of answers to the instructor on the night of your presentation.

Individual Interview (extra credit of 10%): Students may earn extra credit of up to 10% by arranging to interview someone who is, or was, an expatriate manager in the country you used for your country study. Your goal is to see if their lived experience matches the secondary analysis and textbook theories of what that experience should have been like. Your report should detail how it was similar and how it differed. You should take no more than two pages. The extra credit should be an individual effort although the interview may be conducted by both of you. The interview is due with the country study.

NOTE: All written work should be Times New Roman 12, single spaced, 1 inch margins. Citations and references should not be considered in the page count.

ADDITIONAL COURSE POLICIES:

Academic Misconduct – “Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.”

An example of academic misconduct is plagiarism: “Using the words or ideas of another, from the Internet or any source, without proper citation of the sources.” See the “Student Academic Misconduct Policy” (approved December 9, 2005) located at: <http://studentlife.unlv.edu/judicial/misconductPolicy.html>.

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Disability Resource Center (DRC) It is important to know that over two-thirds of the students in the DRC reported that the syllabus statement, often read aloud by the faculty during class, directed them to the DRC office.

The Disability Resource Center (DRC) coordinates all academic accommodations for students with documented disabilities. The DRC is the official office to review and house disability documentation for students, and to provide them with an official Academic Accommodation Plan to present to the faculty if an accommodation is warranted. Faculty should not provide students accommodations without being in receipt of this plan.

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The DRC is located in the Student Services Complex (SSC), Room 137, and the contact numbers are: Voice (702) 895-0866, TTY (702) 895-0652, fax (702) 895-0651. For additional information, please visit: <http://studentlife.unlv.edu/disability/>.

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance.

Appointments may be made in person or by calling 895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>