

GOVERNORS STATE UNIVERSITY

COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION

Course: Management 830 International Management
Professor: Dr. Farouk Shaaban
Credit: 3 Credits
Time : Monday 7:30 PM
Trimester: Fall 1998
Office Hours: MW 6:30- 7:30 PM
Telephone: 708- 534- 4955

Course Description:

Please see GSU Catalog

Statement For Persons With Disabilities:

It is the intention of the institution to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of his or her physical abilities in order to complete the course, please notify the instructor as soon as possible.



Course Objective

In broad terms the objective of this course is to develop a managerial perspective regarding the internationalization and globalization processes. Our emphasis will be on management practices in an increasingly competitive global environment. The decisions associated with the formulation and implementation of management strategies in a global environment will be given considerable attention. More specifically the course is designed to:

- * Enhance the participant's understanding of the internationalization and globalization processes
- * Develop the participant's understanding of the nature of demand for goods and services in an increasingly competitive global environment.
- * Develop the participant's understanding of the impact of the globalization process on the organization of activities
- * Enhance the participant's ability to assess the business global situations
- * Develop the participant's ability to formulate plans and strategies appropriate for an increasingly competitive global environment
- * Enhance the participant's understanding of implementation issues in global strategies
- * Acquaint then-participant with research issues and methods in International Management
- * Acquaint the participant with the literature of International Management -
- * Develop the Participant's ability to build on and integrate concepts and principles acquired in previous courses in planning, implementing, and controlling global strategies

Course Pedagogy

We will use a mixture of lecture, lecture/discussion, and case analysis. The lecture will supplement the text contents but we will rely heavily on class discussion of the textbook as well as cases to develop additional insights into international management.

Preparation

Class participation is essential for the discussion to be effective. Class participation also provides the opportunity to develop skill in oral communication and to assist class learning. All participants are expected to be well prepared and to participate effectively in class discussion.

Attendance

Every participant is expected to attend all meetings. In the event a participant has to miss a meeting, I should be informed.

Assignments

There will be two written case analysis and one term paper.

Evaluation

I plan to use a number of measures to determine the grade to be granted in this course

Measure	Appropriate Weight
Class participation	20%
Case analysis 1	10%
Case analysis 2	10%
Test 1*	20%
Test 2*	20%
Term paper may be divided	20%

Required Readings

Selected readings will be provided during the next few weeks in advance of scheduled discussion.

Term Paper: Structure and Topics

Consider the following issues facing international management strategists and choose one of them for your term paper. Search for 20 recent articles related to the issue you have chosen. Outline these articles. Summarize the outlines you have prepared with emphasis on the main points related to the chosen issue in order to develop a theme for the term paper. Generate some conclusions based on the summary of the outlines of the 20 articles (You may adopt some the relevant conclusions which the original author has generated). Develop a statement of "implications for international management strategist/strategies. The completed term paper should contain the following parts:

Introduction:

This is a statement of your proposed topic and what you visualize as the final output of your effort.

Outlines of 20 articles:

This is a sequence of twelve separate outlines arranged in any order, or better yet arranged in a smooth flow of ideas/thoughts. you must remember that some articles may deal with more than one idea.

Summary:

Summarize all the outlines of the 20 articles in a manner leading to a unified theme. This could be achieved by selecting the related/relevant points/thoughts/ideas and arranging all of them in a "unified theme".

Conclusions:

Generate a set of conclusions based on the information contained in the summary of the 20 articles. Some of these conclusions may come from the original articles, i.e., you may adopt some conclusions made by the original authors in addition to yours. In other words, the main source for your conclusions would be the 20 articles, not the whole relevant literature.

Implications:

State the possible implication of your conclusions to the internal management strategies/strategist. Simply, what do these conclusions mean when examined by the global manager as he plans, implement, and control the strategies appropriate to his organization.

Your Own Essay:

Should you pull out the components of your term paper and arrange them together, you will have your own article. This is a test of the quality of your term paper.

Some Issues in International Management:

1. Subsidies
2. Dumping
3. Environmentalism
4. Nationalism
5. Protectionism
6. Competitive Advantage
7. Management Styles
8. Privatization
9. Strategic Alliances
10. Quality
11. Piracy
12. Technology Transfer
13. Security
14. Ethics
15. Cartels
16. Cultural Underpinnings
17. Combining International Strategies

18. Global Manufacturing
19. Information Systems
20. Knowledge Leverage
21. Cross Culture Communication
22. Competitive Intelligence
23. Global Data Base
24. Global Research and Development
25. Information Technology

W. Edward [i.e. Edwards] Deming prophet unheard. [videorecording].
Princeton, N.J.: Films for the Humanities; [s.l.]: distributed
under license from BBC Worldwide Americas, Inc., 1997, c1992.
FFH7383. ✓

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD70.U5
W48X1997

c.1 Available

Steering Ford to superior quality an interview with Harold "Red"
Poling, former Chairman and CEO, Ford Motor Company.
[videorecording]. Managing change in the global marketplace.
Princeton, N.J.: Films for the Humanities and Sciences, c1994.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD9710.U54
S73X1994VIDEORECORD3193

c.1 Available

Working together Saturn and the UAW. [videorecording]. Hohokus, NJ:
Distributed by Merrimack Films, c1994.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD9710.W67
994VIDEORECORD2289

c.1 Available

International strategy. [videorecording]. Managing globally; program
6. University Park, PA: Audio-Visual Services, Pennsylvania State
University, c1992. ✓

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HF1416.I57
X1992VIDEORECORD3633

c.1 Available

Schwimmer, Lawrence D. The art of resolving conflicts in the
workplace. [videorecording.] San Francisco, CA: Distributed by
Kantola Productions, c1992.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD42.A77
X1992VIDEORECORD3045

c.1 Available

Business : the key to community. [videorecording]. HRD video training
library. The Woodlands, Tex.: Teleometrics International, c1990.

Discovering the future the business of paradigms. [videorecording].
2nd ed. Discovering the future series. Burnsville, MN: Charthouse
International Learning Corp. [producer/distributor], c1990.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD30.23.D57
X1990

c.1

Available

Made in Japan the story of Japanese business success in America.
[videorecording]. Japan project series. Santa Monica, CA: Pyramid
Media, c1995. ✓

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD2907.M32
X1995VIDEORECORD3704

c.1

Available

Japan Project. Made in America the story of American business success
in Japan. [videorecording]. Santa Monica, CA: Pyramid Media,
c1995. 04601. ✓

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD2907.M323
X1996VIDEORECORD3705

c.1

Available

International strategy. [videorecording]. Managing globally; program
6. University Park, PA: Audio-Visual Services, Pennsylvania State
University, c1992. ✓

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HF1416.I57
X1992VIDEORECORD3633

c.1

Available

The developing city. [videorecording]. Princeton, N.J.: Films for the
Humanities, c1992. FFH 795.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HT371.D48
X1992VIDEORECORD3591

c.1

Available

Managing across cultures. [videorecording]. Managing globally; program
9. University Park, PA: Audio-Visual Services, Pennsylvania State
University, c1992. ✓

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD58.6.M36

c.1

Available

Your cultural passport to international business. [videorecording].
Bloomington, Ill.: Meridian Education Corporation, c1995.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HF5389.Y68
X1995VIDEORECORD3328

c.1

Available

The saints and the profits. [videorecording]. Business matters.
Schaumburg, IL: Video Publishing House, 1991.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HV6691.S24
X1991VIDEORECORD3121

c.1

Available

It's not easy. [videorecording]. Urbana, IL: Carle Medical
Communications; Columbia, MD: distributed by Development through
Self-Reliance, Inc., [199-?].

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: RA644.A25
7X1992VIDEORECORD2043

c.1

Available

Ports of entry major case studies in distance education.
[videorecording]. [Alexandria, Va.: PBS Adult Learning Satellite
Service, 1991.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: LC5800.P67
X1991VIDEORECORD1631

c.1

Available

America's comeback strategy. [videorecording]. American interests.
Princeton, N.J.: Films for the Humanities and Sciences, c1991.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HC106.8.A437
X1991VIDEORECORD3157

c.1

Available

Strategic decisions business in the Soviet Union "after the coup".
[videorecording]. c1991.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HC336.26.S77

X1991VIDEORECORD1653

c.1

Available

Playing in tune the harmony of telecommunications. [videorecording].
Washington, D.C.: International Center for Information
Technologies, 1987.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HF5541.T4
P52X1987VIDEORECORD1459

c.1

Available

Leonardo : to know how to see. [videorecording]. Washington, D.C.:
National Gallery of Art, 1972.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: ND623.L5
L46X1972VIDEORECORD1376

c.1

Available

Controlling interest-- the world of the multinational corporation.
[videorecording]. San Francisco, Calif.: California Newsreel,
c1978.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD2755.5.C66
L1978VIDEORECORD1619

c.1

Available

International Harvester future prospects and the strike.
[videorecording.] Boston, MA: Harvard Business School, c1981.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD9486.I572
X1981VIDEORECORD823

c.1

Available

Hong Kong dresses up. [videorecording]. New York, N.Y.: The
Corporation, c1983.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HC497.H6
H66XVIDEORECORD623

c.1

Available

International Harvester the first two years. [videorecording.]
[Boston, Mass.]: Harvard Business School [distributor], c1981.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD9486.I57

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HF5549.5.C6
T42X1990VIDEORECORD1621

c.1

Available

The Dynamics of the Johari window. [videorecording]. The Woodlands,
Tex.: Teleometrics International, c1989.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HM132.D96
X1989VIDEORECORD1603

c.1

Available

Playing in tune the harmony of telecommunications. [videorecording].
Washington, D.C.: International Center for Information
Technologies, 1987.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HF5541.T4
P52X1987VIDEORECORD1459

c.1

Available

International Harvester the first two years. [videorecording.]
[Boston, Mass.]: Harvard Business School [distributor], c1981.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD9486.I57
A1981VIDEORECORD822

c.1

Available

*Several other videos will be selected & presented, and
discussed.*

*Some substitution may be necessary, e.g., New &
better video contents may become available*

Steering Ford to superior quality an interview with Harold "Red"
Poling, former Chairman and CEO, Ford Motor Company.
[videorecording]. Managing change in the global marketplace.
Princeton, N.J.: Films for the Humanities and Sciences, c1994.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD9710.U54
S73X1994VIDEORECORD3193

c.1

Available

Heart of the matter. [videorecording]. Taking the lead, the management
revolution; 109. Pasadena, Calif.: Intelcom; New York, NY:
Distributed by Insight media, 1993.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HD58.7.H42
X1993VIDEORECORD3229

c.1

Available

International strategy. [videorecording]. Managing globally; program
6. University Park, PA: Audio-Visual Services, Pennsylvania State
University, c1992.

LOCATION: GSU Video Collection-Circ Dept FLM-VDO. -- CALL NUMBER: HF1416.I57
992VIDEORECORD3633

c.1

Available