

*Course Number*

*Course Title: International Management*

*Semester & Year: Fall 2015*

*Classroom:*

*Meeting Time/Days: M/W 12:30 – 1:45*

*Instructor: Lucio Lanucara*

*Office:*

*Phone: (575)443-4833*

*Email: llanucara@unm.edu*

*CRN/Line #:*

*Office Hours: W 11:00-12:00*

## **PURPOSE AND METHOD**

This course is designed to introduce students to the concepts of globalization and the global political economy and the role that business play herein. We will examine contemporary debates over the consequences of globalization and responses of multinational enterprises and governments to the challenges of globalization.

The instructor's method of teaching is based on an inquisitive approach, where identifying the questions behind the themes analyzed is a pre-requisite for any understanding of the issues at stake and of the evolving solutions.

## **TEXT AND/OR OTHER READINGS**

Students will be required to study the following textbook:

- Peng, Global, 2<sup>nd</sup> ed., South-Western, Cengage Learning, ISBN-13: 978-1-111-82202-6

You are encouraged to read periodicals, magazines, and blogs that focus on international issues. The Economist and Wall Street Journal are good points of departure. Many of these periodicals are available at Parish Library. Additional material, including cases, will be distributed in class.

As a class based on interaction between instructor and students, the scope of any additional material distributed in class is susceptible to evolution during the semester.

## **PERFORMANCE MEASURES and GRADING**

Grading will be determined as follows:

- Students will take 3 review exams, each counting for 20% of the final grade.

- Students will have the option of taking the final exam to substitute the lowest grade on the review exams. Once a student decides to take the final exam, the grade will substitute even if lower.
- Participation will count for 20% of the final grade.
- Each student will also write a case study, to be agreed with the instructor. The case study will count for 20% of the final grade.

Participation in class will be considered in the final grade. Simply attending the class without participating to the discussion will grant no more than an 80 on the participation grade, if you want a higher grade you must participate to the discussion!

Students are allowed a maximum of 5 unexcused absences. From the 6<sup>th</sup> unexcused absence the participation grade will automatically drop to 50%. For absences to be excused I need some kind of evidence (doctor notes, conference invitation, etc.) I reserve the right to drop students who do not attend regularly.

### **GRADING SCALE**

97-100 = A+  
 93-96 = A  
 90-92 = A-  
 87-89 = B+  
 83-86 = B  
 80-82 = B-  
 77-79 = C+  
 73-76 = C  
 70-72 = C-  
 67-69 = D+  
 63-66 = D  
 60-62 = D-  
 00-59 = F

### **TENTATIVE CLASS SCHEDULE**

August 17<sup>th</sup> – September 9<sup>th</sup>:

- Globalizing Business (Ch. 1)
- Understanding Politics, Laws & Economics (Ch. 2)
- Emphasizing Cultures, Ethics & Norms (Ch. 3)

September 14<sup>th</sup>: First exam

September 16<sup>th</sup> – October 16<sup>th</sup>:

- Leveraging Resources & Capabilities (Ch. 4)
- Trading Internationally (Ch. 5)

- Investing Abroad Directly (Ch. 6)
- Dealing with Foreign Exchange (Ch. 7)
- Capitalizing on Global & Regional Integration (Ch. 8)

October 19<sup>th</sup>: Second exam

October 21<sup>th</sup> - November 30<sup>th</sup>:

- Growing & Internationalizing the Entrepreneurial Firm (Ch. 9)
- Entering Foreign Markets (Ch. 10)
- Making Alliances & Acquisitions Work (Ch. 11)
- Strategizing, Structuring & Learning Around the World (Ch. 12)
- Managing Human Resources Globally (Ch. 13)
- Managing Corporate Social Responsibility Globally (Ch. 14)

December 2<sup>th</sup>: Third Exam

This is a tentative class schedule. Guest speakers, class cancellation, reorganization of work based on class attitude and requests can cause dates to be adjusted, although the overall structure of the course will not change.

### **ACADEMIC INTEGRITY**

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

*I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.*

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit <http://www.mgt.unm.edu/honesty>

### ***ADA Statement***

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.