



Management 328.004 Course #13352

International Management
Spring 2015
Mondays and Wednesdays 5:30pm-6:45pm
ASM 1016
Last updated: 1/5/16

Professor: Dr. Manuel R. Montoya

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Office Hours: ASM 2074; MW 1:00-2:00pm; 3:30-5:00pm or by appointment

Course Description: We encounter global relationships every day, and the way we conduct business is an ever evolving process that requires us to understand the dynamics of globalization and its political economy. This course is designed to introduce students to the concepts of globalization and the global political economy and the role that businesses play therein. We will examine contemporary debates over the political, social and economic consequences of the globalization of markets and industries. We will also examine the responses of multinational enterprises to the challenges of globalization.

Course Objectives: We want you to leave this class with the ability to shape a strong, credible concept of what globalization means and how that shapes business and economic activity.

1. To gain a general understanding of the circumstances wherein international business emerges; To appreciate the interdisciplinary nature of international business,
2. Learn the difference between global and international structures, learn what the world system is and how it operates
3. Understand the role of businesses in a political economy,
4. To be able to characterize an international business environment,