

Management 328

Section 003

International Management

Spring 2015

Mondays and Wednesdays 12:30pm-1:45pm

ASM 1065

Last updated: 1/8/16

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Office Hours: By appointment

Course Description: We live in a world of intensifying global relationships, one in which international business has become the key determinant of economic development and prosperity. In fact, no matter where your business career ends up taking you, the challenges and opportunities you face will be influenced by globalization. This course is designed to give students a fundamental understanding of the environment in which international business operates and of the business practices required to compete successfully in global markets.

By the end of this course students should have:

1. A broad understanding of the international business environment,
2. Some practical knowledge on how cultural, political, and economic factors influence doing business abroad,
3. An understanding of how the environment and the capabilities of the firm determine the strategic alternatives available to the international executive,
4. An ability, in any international business situation, to identify the critical issues, ask the right questions, and use the answers to develop firm-specific business strategies,
5. A general idea about the types of international business career opportunities that exist in small, medium, and large sized businesses, international business support service providers, and government export assistance programs.
6. An understanding of the ethical complexities of international business.

Materials: Peng, 2011, Global 2nd ed. Cengage Learning. Online materials will be available with each purchased textbook, but are not necessary for the course. Please use them as supplemental information for your own personal benefit.

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Grading Procedure: The grade for this course will be determined as follows:

40% Exams (2 exams)

30% Country Profile Assignment

20% New Mexico Company Case Study (15% narrative + 5% presentation)

10% Participation and Professional Conduct

2% Extra Credit: Ethnic Grocery Store Challenge

This course uses the following grading scale:

A+ 98-100%; A 97-93%; A- 92-90%

B+ 89-87%; B 86-83%; B- 82-80%

C+ 79-77%; C 76-73%; C- 72-70%

D 60-69%; F below 60%

Professional Conduct: You are expected to correspond with your peers and your professors in a courteous and professional manner in both personal and written correspondence. Extremely lax grammar or rude conduct, will be noted and will influence a portion of your grade. There are reasons for this sort of expectation, and it is intended to encourage you to develop a professional business demeanor and quality system of writing and reportage. By following this rule, you help improve the quality of education at ASM and your ability to thrive in a global business environment.

Examinations: Examinations are one of many ways that we can evaluate whether you are learning in a class. While these exams count for a significant portion of your grade, you should look at them as an opportunity to challenge yourself, particularly in regards to answering questions in a formal, timed environment.

- Two exams will be administered throughout the semester. They will be part multiple choice and part short answer.

It is your responsibility to notify me if you are unable to take the exam, and you must do so via email. Otherwise, you may be unable to complete the exam. Like all assignments, this course works at its best when we work in a timely and communicative fashion.

New Mexico Small Business Case Study: The class will be divided into groups of 5 students and assigned a New Mexico company that has, wants to, or is currently doing business internationally. Each group will be responsible for setting a meeting or conference call to interview their company. The groups will then prepare a case study narrative about the history of the company, overview of their international business efforts, and a synopsis of their success, failure, or existing opportunities or challenges they are facing depending on the specific situation of each company. Each team will give a group presentation of their case study to class.

Here are some basic guidelines for submitting a case study narrative:

1. Always send your case study analysis to randy.trask@encuentro-solutions.com. Do not submit articles in person. They should be submitted no later than class time on the date due (see calendar for more details). Send your document in Microsoft Word format (pdf or other embedded files are unacceptable).
2. Use either 1.5 or 2-line spacing, a legible 12-point font, double spaced.
3. Include a cover page with the names of all group members, course section number, and case study title at the top of the page
4. Your analysis should be approximately 2 pages. It is unacceptable to use the word "We" in this paper. To simplify things, case studies, are really powerful examples. Your job is to bring to light the real life examples happening right here in our community.
5. You will be penalized for grammar and syntax errors.

Foreign Country Profile: On the first day of class you will be given a survey that will give you an idea of how big the world out there really is, and me an idea of the level of international experience you and your peers bring to class. When you submit your survey answers to me you will be asked to choose your country of focus for your Foreign Country Profile. More information about this assignment will be provided in class.

- Map
 - Political and Location in the world
- Protocol
 - Meeting and Greeting Protocol (emphasis on business meeting)
 - Gift Giving and Dining Etiquette
 - Business relationship building analysis
- People
 - Population, Median Age, Ethnicities, Religions, Languages Spoken
- Geography
 - Size (including closest U.S. state comparison) and land/water composition
 - Neighboring countries
 - Analysis of geographical features and climate from a business perspective
- Economy
 - Currency and USD equivalent
 - On January 20th and the day you submit the assignment
 - GDP, and rank in the world
 - Major industries/commodities & agricultural and largest trading partners
 - Notable companies
 - Narrative of current economic and political situation
 - Current economic and political standing with the United States
 - 50 year economic/political summary leading up to current situation
 - Imports and Exports
 - Total value
 - Largest categories
 - Total and top 10 exports from NM and imports to NM
- Challenges and Opportunities
 - Description of your perceived business challenges and opportunities for American companies to business. Now, 5 years, and 10 years and beyond.

Participation: Sometimes we learn on our own. Sometimes we learn in a community. The classroom is a rare place, because it lets you learn with peers and like-minded individuals with diverse opinions and ways of thinking. You can benefit greatly from making sure that the class discussions are productive. This can occur in many ways, but the most important way to support the learning community in class is to COME PREPARED. In class, we will do higher level thinking. We won't simply be reviewing the textbook. We cannot teach to our fullest ability if you are not willing to come prepared to class. This means:

1. Always do your readings for class. We rarely have more than 15 pages of reading in class, and most of it is very accessible. Please have that done.
2. If possible, come to class with questions that you would like to ask. If you do not feel comfortable asking them in class, email me. I'll respond to them each day if I receive them with enough time.
3. Listen carefully. This means that you shouldn't come to class to check Facebook or your email. This is extremely disrespectful. If you need to use a computer to take notes, please use your technology for class purposes. Otherwise, I will ask you to leave class.
4. Meet your deadlines and follow basic instructions.
5. Excessive absences (over 4) may constitute the loss of a full letter grade.

Class Cancellation: If class is cancelled due to inclement weather and/or university closure, the schedule will resume with assignments allocated to the next day of class.

Honor Code and Academic Integrity: We are an institution that values original thinking and hard work. This course is subject to the Student Code of Conduct (pathfinder.unm.edu) and your presence at UNM binds you to that code. Any violation will be taken seriously and measures to sanction any violation will be taken immediately and without compromise. At ASM, we are deeply committed to making sure that our integrity

and honor is well understood and followed, both in the spirit and execution of our code. You are required as a participation in this module to read our honor code, located at <http://www.mgt.unm.edu/honesty/>.

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.

Accessibility: If you are a qualified person with special needs through ARC (<http://as2.unm.edu/>), please notify me as soon as possible so that we can accommodate any request you may have. We will work with our partners throughout UNM to make sure that our course is available to all students regardless of special needs. Course materials may be made available in alternative formats if necessary. Please refer to pathfinder.unm.edu for additional information.

Extra Credit: Ethnic Grocery Store Challenge

At any point during the semester you may take the ethnic grocery store challenge. You will visit a preapproved ethnic grocery store and observe products, displays, promotions, behaviors, and other activities. You must also purchase a food product that you would consider unusual for your culture or out of your comfort zone (common sense disclaimer: If you have allergies do not consume foods for which you cannot identify the ingredients). To receive credit, you must submit a one-page summary of your observations along with any of the following: the receipt of your purchase, the wrapper, or a photo or short video of you trying the food. This assignment can be achieved without being intrusive in the situation; there is no reason to draw attention to your presence in the store.

Tentative Schedule:

1/18	No Class, Observance of Martin Luther King, Jr. Day		
1/20	Introduction to globalization		Country Assignment
1/25	Globalization, key terms	Ch. 1	
1/27	Politics, Law, and Economics	Ch. 2	
2/1	Culture and Ethics	Ch. 3	
2/3	Journey to Sharahad		Class Exercise
2/8	Resource Allocation, Leveraging	Ch. 4	
2/10	Guest Speakers: rvb Baloes		Will appear on exam
2/15	International Trade	Ch. 5	
2/17	International Trade continued	Ch. 5	
2/22	Int'l Environment in NM		
2/24	Direct Foreign Investment, Forex Intro	Ch. 6	
2/29	Foreign Exchange Markets	Ch. 7	
3/2	Foreign Exchange Markets	Ch. 7	Company Assignments

3/7	Exam Prep		
3/9	Exam 1		
3/14	No Class, Spring Break		
3/16	No Class, Spring Break		
3/21	Regional Integration	Ch. 8	
3/23	Small Business in World Economy	Ch. 9	
3/28	Int Ent. Continued, Market entry	Ch. 9, Ch. 10	
3/30	Entering Foreign Markets	Ch. 10	
4/4	Foreign Markets, Acquisitions	Ch. 11	
4/6	Strategic Alliances/structure	Ch. 11, Ch. 12	
4/11	Int'l Career Week: Guest Lecturer		
4/13	Int'l Career Week: Guest Lecturer		
4/18	Global strategies/structure continued	Ch. 12	New Mexico Case Study Due
4/20	Human Resource Mgmt.	Ch.13	
4/25	Corporate Social Responsibility	Ch.14	
4/27	New Mexico Case Study Presentations		
5/2	New Mexico Case Study Presentations		
5/4	Exam Prep		
5/9-14	Final Exam week, TBA		

* Subject to change for the benefit of the class at the discretion of the instructor