

Office of Academic Affairs  
Tarleton State University  
Date Prepared: 12/1/08  
Dates Revised:

### Master Course Syllabus

Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: MGMT 454  
Course Title: International Management  
Master Syllabus Approved by Department on: 12/1/08

#### I. Catalog Description:

A global approach to the study of management to include international dimensions of the marketplace and environment, the role of culture, international strategic management, organizational behavior and human resource management.

#### II. Prerequisites: None

#### III. Expanded Course Description:

Management of organizations engaged in international operations will be the focus of this course which highlights the challenges and opportunities associated with organizational management and business strategy in the global environment. International Management applies management concepts and techniques to their contexts in firms working in multinational, multicultural environments. Emphasis will be on a balanced coverage of culture, strategy and behavior in today's global operations. The International Management course is intended to be an advanced management course for the undergraduate business student. Students will gain a general overview of the process and effect of internationalization in contemporary business, along with an introduction to theories, concepts and skills relevant to managing effectively in today's global environment. Students will be challenged to integrate knowledge they have gained from other business core courses and apply their accumulated knowledge to international business management.

#### IV. Intended Student Outcomes:

Students completing this course will have acquired basic knowledge of management within a global economy. Students will learn to appreciate the sensitivity and importance of successful management in today's global arena. Specific objectives include the following:

### **Knowledge Outcomes**

- ▶ An understanding of the environmental foundation for international management including globalization and worldwide developments, and the political, legal and technological environment.
- ▶ An awareness of the role of culture in managing effectively across markets. This includes the meaning and dimensions of culture, managing across cultures, organizational cultures and diversity and cross-cultural communication and negotiation.
- ▶ An understanding of methods used to analyze and assess political risk and how Multi-National Corporations apply those methods as they attempt to manage the level of political risk in developed and developing countries
- ▶ An awareness of current topics in the global business arena.
- ▶ An appreciation for the challenges and benefits of diversity in the modern global work environment
- ▶ An understanding of the tools and techniques used to provide motivation and incentives for employees across cultures and the importance of sound, ethical leadership to international management
- ▶ An understanding of the practices for recruiting, selecting, training and deploying employees internationally, including the challenges of expatriate placement and repatriation

### **Skill Outcomes**

- ▶ To gain the organizational behavior and human resource management skills necessary for managing across cultures including the areas of motivation, leadership and human resource selection and development.
- ▶ To apply the concept of “national culture” and explain how the culture of one group of people can be distinguished from that of another, and the implications of these differences for international management
- ▶ To apply the most important elements of effective cross-cultural negotiation and communication through example, analysis and dialogue.
- ▶ To integrate and apply the basic elements of international strategic management, including strategies that emphasize global integration versus local adaptation
- ▶ The ability to compare and contrast the modes of entry and the basic choices for organizing firms involved in international

## Value Outcome

- ▶ To sensitize students to the social responsibilities of organizations and the ethical considerations applicable to operating within the global business environment.

At the conclusion of the course the student will:

1. Think critically and strategically about appropriate methodology in managing a business operating in the global environment
  2. Have engaged in dialogue and performed research and analysis to practice the tools and techniques and develop understandings related to the competitive challenges of a global market environment.
  3. Benefit from a heightened awareness of how and why ethical principles, core values, and socially responsible management practices matter greatly in the conduct of a company's multi-national business.
  4. Demonstrate the ability to employ managerial judgment in the global business environment through assessing business risk, making sound business decisions and achieving effective outcomes.
- V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member's individual course outline/syllabus:
- a) Course Requirements
  - b) Required Text(s)
  - c) Bibliography
- VI. Academic Honesty: Cheating, plagiarism (submitting another person's materials or ideas as one's own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.
- VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature

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Date