



**MGMT 5345 001 Global Management
Spring 2019
(CRN 27907)**

Course Syllabus

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Office Hours: By Appointment

Class Location and Time: Tuesdays from 5:30 to 9:30 p. m. and Saturdays from 8:00 a. m. to noon. Graduate Business Center 110C

Course Description: At the end of this class, students will be to identify the main elements of global strategies and the way they are evolving; select appropriate courses of action, and take the necessary steps to implement these strategies. Participants will be able to perform environmental scanning through the understanding of the elements of corporate, competitive and operational environments. They will also be exposed to different cultural elements and the form how these elements influence strategic decisions and their success and/or failure.

Participants will be exposed to different tools for the evaluation of opportunities and threats and for identifying sources of strategy. They will be presented with cases to apply the skills learned during the sessions. At the end of the class, each student will present a Country Analysis where the main elements of Global Management will be highlighted.

Books and Materials

You will need access to one book, other materials will be provided in class.

Textbook Details:

Title	International Business. Opportunities and Challenges in a Flattening World; Version 3.0
Author(s)	Talya Bauer and Berrin Erdogan
Version	3.0
Pub Date	August 2018 by Flatworld
eISBN	978-1-4533-9198-3
Page Count	568

Link: <https://students.flatworldknowledge.com/course/2588597>

There will be twelve sessions; activities for each session are detailed in the course content section of this syllabus. These meetings will take place in room 110C of the Graduate Business Center Tuesdays from 5:30 to 9:30 p. m. and Saturdays from 8:00 a. m. to noon in room 101 c of the Graduate Business Center. This session will be from April 16 to May25, 2019.

Instructor will present lectures based on the text and additional topics through several media. In those cases where there is a guest lecturer students will receive advanced notice so that they could invite guests to these presentations.

Evaluation:

This course will be evaluated on a 100-point scale. The final letter grade for the course will be determined as follows: 90 points to 100 points corresponds to an "A"; 80 points to 89.99 points corresponds to a "B"; 70 points to 79.99 points corresponds to a "C"; and less than 70 points corresponds to a grade of "F." Following is a table with points assigned to each activity:

Activity	Points
Case Resolution in Class (05/21/19)	30
Presentation of Country Analysis	20
Country Analysis Report	30
Peer Evaluation	10
Class Participation	10
Total	100

Students with Disabilities

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP need to be contacted. If you have a condition, which may affect your ability to

perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Disabled Student Services. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Academic Dishonesty

The following are the standards for Academic Dishonesty at UTEP:

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students and on the home page of The Dean of Students at [Student Affairs](#), may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal among others (UTEP under Graduate Catalog, 2002 through 2004).

Content and Activities:

Each session will begin with a presentation of the material included in the syllabus and then an active discussion of topics related to the readings of the session. In some sections, the instructor will assign topics for discussion. The expectation is that you will come prepared for discussion of these topics and cases.

In session 15, May 21, 2019, there will be a case solution session that will be held in class. A posting in BlackBoard containing a set of four cases will be available. Each student will select two cases and solved them during the class period. This exercise will count for 30 points of the total grade.

In session 16, May 25, each team will present the Country analysis of their choosing. Groups will be formed in session 4, April 27, 2019. Groups will have 4 members each and it is recommended that you try to meet with people that have a diverse background from yours. Diversity will increase the scope of the analysis and opinions. Content of the report will be discussed during the course of the period.

Class Schedule:

Date		Topic	Activities
04/16/19	T	Introduction to Global Management and International Business. International Trade and Foreign Direct Investment Culture and Business	Chapters 1 to 3
04/20/19	S		
04/23/19	T	World Economies Global and Regional Cooperation and Integration International Monetary System	Chapters 4 to 6
04/27/19	S		
04/30/19	T	Foreign Exchange and the Global Capital Markets International Expansion and Global Market Opportunity Assessment Exporting, Importing, and Global Sourcing	Chapters 7 to 9
05/04/19	S		
05/07/19	T	Strategy And International Business Global Entrepreneurship And Intrapreneurship Global Talent Management	Chapters 10 to 12
05//11/19	S		
05/14/19	T	Global Innovation Global Marketing, Distribution, and Suplly Chain Management The Role of Finance and Accounting in Global Competitive Management	Chapters 13 to 15
05/18/19	S		
05/21/19	T	Cases solution in class	Individual
05/25/19	S	Presentation of Country Analysis	Group

Chapter Learning Objectives

After studying the textbook chapters, you should be able to answer questions related to these learning objectives. Your knowledge will be assessed in class. Learning activities such as cases and discussions will also enhance your learning of these objectives. Participation in in-class activities will also be assessed.

***This is a plan and as any plan is subject to changes if events warrant them.
Chapter 1: Introduction***

1. What is international business?
2. Who has an interest in international business?
3. What forms do international businesses take?
4. What is the globalization debate?
5. What is the relationship between international business and ethics?

Chapter 2; International Trade and Foreign Direct Investment:

1. What is international trade theory?
2. How do political and legal factors impact international trade?

3. What is foreign direct investment?

Chapter 3: Culture and Business

1. What is culture? What kinds of culture are there?
2. What are the key methods used to describe cultures? What are the additional determinants of cultures?
3. How does culture impact local business practices and how does cultural understanding apply to business negotiating?
4. What is global business ethics and how is it impacted by culture?
5. How do ethics impact global businesses?

Chapter 4: World Economies

1. How are economies classified?
2. What is the developed world?
3. What is the developing world?
4. Which are the emerging markets?

Chapter 5: Global and Regional Economic Cooperation and Integration

1. What is international economic cooperation among nations?
2. What is regional economic integration?
3. What is the United Nations (UN), and how do the UN and peace impact global trade?

Chapter 6: International Monetary System

1. What is the international monetary system?
2. What role do the International Monetary Fund (IMF) and the World Bank play?
3. How do the global monetary institutions impact global business?

Chapter 7: Foreign Exchange and the Global Capital Markets

1. What do we mean by currency and foreign exchange?
2. How do you determine exchange rates?
3. What are the global capital markets?
4. What is the impact of the global capital markets (particularly the venture capital and global capital markets) on international business?

Chapter 8: International Expansion and Global Market Opportunity Assessment

1. What are the inputs into global strategic move choices?

2. What are the components of PESTEL analysis and the factors that favor globalization?
3. What are the traditional entry modes for international expansion?
4. How can you use the CAGE model of market assessment?
5. What is the importance of and inputs into scenario analysis?

Chapter 9: Exporting, Importing, and Global Sourcing

1. What are importing and exporting?
2. What is countertrade?
3. What is global sourcing?
4. How do companies manage importing and exporting?
5. What options do companies have to finance their importing and exporting?

Chapter 10: Strategy and International Business

1. What are the basics of business and corporate strategy?
2. What is the range of generic strategies?
3. How do generic strategies become international strategies?
4. What are the five facets of good strategies?
5. What is the significance of the P-O-L-C (planning-organizing-leading-controlling) framework?

Chapter 11: Global Entrepreneurship and Intrapreneurship

1. Who is an entrepreneur, and what is entrepreneurship?
2. What do entrepreneurs do?
3. What is entrepreneurship across borders?
4. How does entrepreneurship lead to global start-ups?
5. What is intrapreneurship?

Chapter 12: Winning through Effective, Global Talent Management

1. What is the scope and changing role of global, strategic human resources management (SHRM) in international business?
2. How can you visualize the battlefield in the global war for talent?
3. How can you engage in effective selection and placement strategies?
4. What are the roles of pay structure and pay for performance in effective talent management?
5. How can you use the Workforce Scorecard to gauge and proactively manage human capital, including your own?

Chapter 13: Harnessing the Engine of Global Innovation

1. What is the role of research and development (R&D) in innovation?
2. How are intellectual property rights treated around the globe?
3. Where in the world should R&D be located?
4. How are businesses accelerating their innovation efforts?
5. What is innovation for the bottom of the pyramid?

Chapter 14: Competing Effectively through Global Marketing, Distribution, and Supply-Chain Management

1. What are the fundamentals of global marketing?
2. What are the trade-offs between standardized and customized products and promotions?
3. What are the fundamentals of distribution?
4. How does international distribution differ from purely domestic distribution?
5. What are the international aspects of supply-chain management?

Chapter 15: Understanding the Roles of Finance and Accounting in Global Competitive Advantage

1. What are the roles of accounting in business and the impact of international standards?
2. What are the nature of currency risk and the methods of currency translation?
3. What are the sources of financing available to firms?
4. What are capital budgeting and the factors that influence international investment decisions?
5. What are global money management methods that reduce corporate transaction costs and taxes?

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