

GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

Course Number & Title: MGMT 410 International Management
Session: Winter 1994, Block I
Instructor: Constance Cook
Phone No.: (708) 534-4946 (312) 254-7769 (home)
Office Hours: M-W 12:30 - 2:00 p.m. / 6:00 - 7:30 p.m.
Th 6:00 - 8:30 p.m.
Credit Hours: Three undergraduate units
Catalog Description: Presents an introduction and overview of the economic, social, and political aspects of international/multinational business theory and practice. Provides a foundation for students who wish to acquire greater knowledge and expertise in this rapidly expanding field.
Prerequisites: None
Textbook: International Business, 5th ed., Irwin, 1993; Ball and McCullough.
Instructional Modality: Lecture/Discussion/Videotape
Expected Student Outcomes: Students who complete this course in International Business should be able to:
1. Determine the three environments - domestic, foreign, and international and analyze the environments that are categorized as controllable and uncontrollable.
2. Identify reasons for going abroad and market entry methods, take into account economic theories on international trade, development and investment, including international organizations such as the World Bank, and the International Monetary Fund. Introduction to the international monetary system and balance of payments and the effect on world trade.
3. Size up demographic changes and their impact on economic and socio-economic forces and their significance to international business, review legal

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forces and their impact on the MNC.

4. Analyze the impact of labor forces on decision making. The effect of competitive and distributive forces on strategic planning. Approach production systems and their influence on import/export.

5. Identify the competitive and distributive forces in the international environment and determine their influence on market assessment and analysis. Become familiar with marketing internationally. Approach export and import practices and procedures and associate them with east-west relations.

6. Review financial management from an international perspective, identify the core problems and/or issues and evaluate management's strategy in relation to the international environment.

General Education Issues: Students will develop critical thinking and writing skills through case analysis and testing. Class discussion will aid in the development of critical thinking.

Course Requirements:	Mid-term exam	25%
	Final exam	35%
	Term Paper	15%
	Attendance and participation	15%
	Instructor evaluation	10%
		100%

Grades:	90 - 100 = A
	80 - 89 = B
	70 - 79 = C
	60 - 69 = D
	59 and below = F

Conditions:

No make-up exams will be given. If a mid-term is missed for a reason acceptable to the instructor, the final exam will be increased to include the value of the missing exam. Permission to miss an exam will rarely be given and then only for the most unusual cases.

Class participation includes attendance, assigned term presentations, participation in class discussions, and all papers assigned.

Peer grades will be required on all project team members. Inadequate participation by a team member may result in a substantial reduction in a team member's project grade.

Term papers should be double-spaced, typed (computer) and include a title page with your name(s), table of contents, headings, subheadings, footnotes or endnotes, and bibliography. All footnotes/endnotes/bibliography will include the following: author, title of article/book, journal/publisher, date and page number.

Assignments:

- 1 - 19 Chapter One: Introduction to International Business;
Case 2 - 1: Method of Entry for Local Manufacturing -
The McGrew Company
- 1 - 24 Chapter Two: International Trade and Foreign Investment
- 1 - 26 Chapter Three: Economic Theories on International Trade
- 1 - 31 Chapter Four: International Organizations; Case 4-1: Use
of International Organizations - Setting Up a 100%-
Owned Subsidiary
- 2 - 2 Chapter Five: International Monetary Systems and Balance
of Payments
- 2 - 7 Chapter Six: Financial Forces; Case 6-1: Borrowing Money
at the Lowest Interest Rates
- 2 - 9 Chapter Seven: Economic and Socioeconomic Forces
- 2 - 14 Chapter Eight: Physical Forces; Case 8-2: Bhopal Fallout
- 2 - 16 Chapter Nine: Sociocultural Forces
- 2 - 21 Chapter Ten: Political Forces
- 2 - 23 Chapter Eleven: Legal Forces; Case 11-1: American Law
- 2 - 28 Chapter Twelve: Labor Forces; Test Prep
- 3 - 2 Mid-term examination
- 3 - 7 Chapter Thirteen: Competitive and Distributive Forces;
Case 13-2: America-bashing - to Buy or Not to Buy
American
- 3 - 9 Chapter Fourteen: Market Assessment and Analysis;
- 3 - 14 Chapter Fifteen: Marketing Internationally; Case 15-2:
An Ethical Situation
- 3 - 16 Chapter Sixteen: Export and Import Practices and Pro-
cedures
- 3 - 21 Chapter Seventeen: East-West Relations
- 3 - 23 Chapter Eighteen: Financial Management
- 3 - 28 Chapter Nineteen: Production Systems
- 3 - 30 Chapter Twenty: Labor Relations Policies and Management;
Case 20-2: Keep It Top Secret
- 4 - 4 Chapter Twenty-one: Strategic Planning and Organizational
Design
- 4 - 6 Chapter Twenty-two: Control and Staffing; Case 22-1:
Female Executives in International Business
- 4 - 11 Chapter Twenty-three: Trends and New Directions
- 4 - 13 TBA
- 4 - 18 TBA
- 4 - 20 Test prep; TBA
- 4 - 25 TBA
- 4 - 27 Final Examination