

MERCER COUNTY COMMUNITY COLLEGE

COURSE NUMBER BUS 262

COURSE TITLE International Dimension of Management

DIVISION Business and Technology

LENGTH OF SEMESTER 15 Weeks

CREDITS 3

LECTURE/LABORATORY 3/0

TEXT: International Management
AUTHOR: Helen Deresky
PUBLISHER: Addison Wesley, 2nd Edition

TEXT: Intercultural Business Communication
AUTHORS: Chaney, L.H. and Martin, J.S.
PUBLISHER: Prentice Hall

CATALOG DESCRIPTION:

A study of how management activities in a global enterprise differ from those in a purely domestic company. Emphasis will be placed on cross-cultural interaction and its effect on planning, organizing, staffing and controlling the operations of a multinational company.

Prerequisite: BUS 230 or permission of instructor

Dr. Carl J. Kovelowski
Course Coordinator

6/99

Instructor's Name _____
Time/Location _____
Office/Phone Nos. _____
Office Hours _____

The Global Environment: Introduction to International Management Week 1-4

- A. Student preparation:
Read:
H. Deresky, Chapters 1, 2
L. Chaney, Chapters 1, 2
- B. Objectives:
1. To understand how to manage effectively across culture, managers require skills beyond those required to manage in home country.
 2. To orient students about the impact of culture on international management.

International Strategy Weeks 5 and 6

- A. Student preparation:
Read: H. Deresky, Chapters 5, 6
- B. Objectives:
1. To understand the opportunities and threat that cause firms to internationalize their operation.
 2. Discuss the strategic approaches used by multinational corporation.

Cross-cultural Communication and Process of Transmitting Information Weeks 7-9

- A. Student preparation:
Read:
H. Deresky, Chapters 3, 4
L. Chaney, Chapters 3-6
- B. Objectives:
1. Discuss the cultural and language barriers and the ways of dealing with them.
 2. To understand that the international manager cannot generally be effective if they do not possess strong cross-cultural communication skills.

Organizing International Enterprises Weeks 9-11

A. Student preparation:

Read:

H. Deresky, Chapters 7-9

B. Objectives:

1. To discuss contemporary thinking on the structuring of international organizations.
2. To understand problems in selecting the most effective managers to staff the firm's international operations.

Cross-cultural Coordinating and Cross-cultural Decision Making Weeks 10-15

A. Student preparation:

Read: H. Deresky, Chapters 10-12

L. Chaney, Chapters 7-12

B. Objectives:

1. To discuss the decision-making process in a cross-cultural content.
2. To understand the ways negotiating styles vary across cultures.

Suggested sources for paper/further reading:

Business Week

Economists

Wall Street Journal

US News and World Report

Fortune

Time

New York Times

Grading Schedule:

Test #1	25	
Test #2	25	
Test #3	25	
Final Term Project	20	
Class Participation	<u>5</u>	
	100	

Notes

1. Students are required to take all tests on the date(s) scheduled. No makeup tests will be allowed except for extremely serious circumstances which can be substantiated to the satisfaction of the instructor. Any makeup test allowed by an instructor must be completed within the time period set by the instructor. Only in the most extraordinary circumstances will that time period exceed one week beyond the date the test was originally given.
2. NO STUDENT WILL BE PERMITTED TO TAKE MORE THAN ONE (1) MAKE-UP TEST DURING THE SEMESTER.
3. Class attendance is mandatory.
4. All students are expected to adhere to MCCC's policy on Academic Integrity as explained in the Statement on Students' Rights and Responsibilities and the college's catalog.

Academic Integrity Statement:

“A student who a.) knowingly represents work of others as his/her own; b.) uses or obtains unauthorized assistance in the execution of any academic work; or c.) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook)

Classroom Conduct Statement:

It is the students' responsibility to attend all of their classes. If they miss a class meeting for any reason, students are responsible for all content that is covered, for announcements made in their absence, and for acquiring any materials that may have been distributed in class. It is expected that students be on time for all their classes. If students walk into a class after it has begun, it is expected that they choose a seat close to where they entered the room so that they do not disrupt the class meeting.

Students are expected to follow ordinary rules of courtesy during class sessions. Engaging in private, side conversations during class time is distracting to other students and to the instructor. Leaving class early without having informed the instructor prior to class is not appropriate. Unless there is an emergency, leaving class and returning while class is in session is not acceptable behavior. Disruptive behavior of any type, including sharpening pencils during class while someone is speaking, is not appropriate.

The college welcomes all students into an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together.