

Hessen: ISU Course Outline

Tentative Summer 2024

International Management in an Inter-Cultural Environment

CLASS HOURS

- *Class Time:* Mon – Fri Time: 8:30-11:30 NY time from July 6th – August 3rd

PROFESSOR

- *Name:* German A. Zarate-Hoyos, Ph.D.

- *Office:* on campus

- *Office hours:* 11:00 – 1:00 pm

- *Email:* zarateg@cortland.edu

- *Phone:* N/A

1) INFORMATION ON THE COURSE CONTENT

COURSE DESCRIPTION

Global production chains and foreign direct investment flows have accelerated as globalization has reached all corners of the world. Presence in emerging markets have become a necessity for major corporations as well as smaller companies. As a result, managers from around the world will have to operate in competitive and diverse international settings. In a competitive environment, managers must develop the knowledge and skills needed to understand the international context in which firms compete and to operate effectively in cross-national interactions. These skills are necessary for managers operating abroad or at home because both will most likely have to manage an increasing level of workforce diversity in local as well as global organizations. We will read articles, case studies and chapters and learn about globalization, global production, and foreign direct investment through country studies while also discussing topics such as ethics, culture, diversity, leadership, cross-cultural communication, and human resource management.

LEARNING OBJECTIVES

- To understand global trends in global production chains and foreign direct investment.
- To analyze case studies dealing with human resource management in international settings.
- To critically analyze theories regarding culture, diversity, leadership, and cross-cultural communication.

COURSE MATERIALS

- “Doing Business in Emerging Markets”, by T. Cavusgil, et. a. Sage Publications, 3rd edition, 2021.
- International Management, Culture, Strategy and Behavior by F. Luthans and J. Doh, McGraw Hill, 9th edition, 2014.
- Country Studies: <http://lcweb2.loc.gov/frd/cs/cshome.html>
- P.E.S.T. Analysis handout.
- Other articles and case studies as needed will be provided

TENTATIVE CLASS SCHEDULE

- *Description of class schedule as planned*

<i>Date</i>	<i>Time</i>	<i>Topic</i>	<i>Reading/ Assignments/ Additional Practice Materials</i>
Week 1	9-11 am	Globalization and International Linkages	Country Studies / PEST Analysis
Week 2	9-11 am	Emerging markets	Case study presentation (country/globalization) – 2 ^{sd} hour
Week 3	9-11 am	Organizational Culture and Diversity – Social enterprises	The International manager Brainstorm in teams
Week 4	9-11 am	Social enterprises – theory & practice Self-study – Preparation of final papers	Social enterprise presentation – 2 ^{sd} hour Emerging Market PEST analysis write-up Final exam

2) INFORMATION ON CLASS PARTICIPATION, ASSIGNMENTS AND EXAMS

ASSIGNMENTS

- *Two class presentations (30% each, total 60%)*
- *Attendance/Participation (20%)*

EXAMS

- One Final comprehensive exam (based on weekly power point presentations) – (20%)

PROFESSIONALISM & CLASS PARTICIPATION

- Students are expected to be in class and actively participate in discussion. A grade will be assigned for attendance and participation.

MISSED CLASSES

- Attendance is part of the grade so everybody will receive the same attendance points. Two points will be deducted for each missed class.

3) INFORMATION ON GRADING AND ECTS

ACADEMIC STANDARDS

- Class presentations 60% (30% each presentation)
- Attendance 10%
- Participation 10%
- Final exam 20%

- Upon successful completion, 6 ECTS will be awarded for the class.

According to the rules of ECTS, one credit is equivalent to 25-30 hours student workload.

GRADING SCALE:

- Description of the grading scale

Percentage	Grade		Description
90-100%	15 points	1.0	very good: an outstanding achievement
	14 points		
	13 points	1.3	
80-90%	12 points	1.7	good: an achievement substantially above average requirements
	11 points	2.0	
	10 points	2.3	
70-80%	9 points	2.7	satisfactory: an achievement which corresponds to average requirements
	8 points	3.0	
	7 points	3.3	
60-70%	6 points	3.7	sufficient: an achievement which barely meets the requirements
	5 points	4.0	
0-60%	4 points	5.0	not sufficient / failed: an achievement which does not meet the requirements
	3 points		
	2 points		
	1 point		
	0 points		