

International Management in an Inter-Cultural Environment

COURSE DESCRIPTION & OBJECTIVES:

The characteristic elements that constitute economic globalization are cross-border flows of goods and services, capital, people, and ideas. Understanding the nature of these flows and the urgent need to cope with them is essential to becoming global students and global managers. The impacts of these trends are more obvious in emerging markets where major corporations and even smaller companies have become more interconnected; therefore, trends in emerging markets will provide the context for our study. Successful managers will need to operate in competitive and diverse international settings. In such competitive environments, managers must develop the knowledge and skills needed to understand the global trends and the context in which firms compete to operate effectively in an increasing inter-cultural environment. 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 in global organizations. Students will read articles and case studies to understand globalization and the major cross-border flows associated with it through case studies while also discussing specific topics such as ethics, culture, diversity, and cross-cultural communication.

Professor	International Management in an Inter-Cultural Environment			
Workload: 30 hours classroom instruction, 8 hours experiential learning on field trips	ECTS Points: 4	Study semester: Spring	Frequency of offer: Spring	Duration: 1
Type: Elective	Level: Bachelor or Master	Applicability of the module: This is a free-standing international education abroad program in Germany. Students will arrange with their home institutions to determine how the credits fit into their course of study.		
1	Qualification goals: After completing this course, students will be able: <ul style="list-style-type: none">- to understand the process of globalization and critically evaluate the benefits and costs that it has imposed on societies in emerging markets.- to understand global trends in global production chains, foreign direct investment, and migration flows.- to demonstrate an understanding of trends regarding culture, diversity, leadership, and cross-cultural communication.- to analyze case studies dealing with some of the topics above in the context of emerging markets and to use theories that may enhance our understanding of global issues.			

2	Contents of the module: Students will read chapters and articles as well as discuss short video clips and case studies that explore the process of globalization in the context of emerging economies. The central theme is to understand the process of globalization and its implications for how businesses operate and how we can respond and adapt to these changes. Through readings and written assignments, class presentations and case discussions, students will attempt to formulate a strategy to operate effectively in an ever more globalized world. Class time will be devoted primarily to the discussion of reading assignments to which students will respond individually, in small groups, and together as a class. Assignments will include readings and discussion questions, some web research, and two short class presentations. Most homework assignments and work outside of class will take the form of reading to prepare for class and for their class presentations.
3	Teaching and Learning Methods: Week 1: 9 hours in-class instruction, 2 hours experiential learning. Week 2: 12 hours in-class instruction, 3 hours experiential learning. Week 3: 9 hours in-class instruction, 3 hours experiential learning.
4	Language: English
5	Prerequisites for participation in the module: No prior knowledge is required.
6	Form of examination: Final written exam delivered in class.
7	Evaluation methods: 70% of final grade = class presentations (2) and participation. 30% of final grade = final in class essays (1)
8	Prerequisites for the award of ECTS credits: Grade of D or higher
9	Remarks: Class discussion is a vital element of this course. Class participation will be evaluated based on level of participation (using a rubric) and attendance in class. Excellent class participation requires thorough and conscientious preparation outside of class mainly by reading the assigned material. Working with class material outside of class and actively participating in class will help students develop their ability to express opinions, form questions, and develop interpretations about the material we are studying. Because students must be present to participate, frequent absences will negatively affect this portion of their grade. A poor grade in class participation (i.e., many absences) can lower the course grade an entire point. Class presentations also should be prepared in advance to make sure enough team feedback has been exchanged and a succinct presentation has been outlined to present in class incorporating some of the material being examined in class.