

NORTHEASTERN UNIVERSITY

College of Business Administration

INB U501: Advanced Global Management

Spring 2004, TuF 8:00-9:40a.m.

Professor: Andrew Watson, Hayden Hall 319H

Office Hours: Tu 1-2p.m, F 10-11a.m., and by appointment

Email: a.watson@neu.edu

Phone: 617 373 2516

FAX: 617 373 8628

It may be necessary to make changes to the syllabus. It is my responsibility to let you know what they are, and yours to keep track of them (even if you are absent from a class meeting in which they are announced). I will announce such changes via the online syllabus, as well as in class meetings.

Northeastern University's Academic Honesty and Integrity policy applies to this course, and will be enforced if necessary.

Overview

This course does not provide an introduction to international business and management. The introductory course is INB U201 (The Global Environment of International Business).

This advanced course (INB U501) builds on the introductory course (INB U201) by delving in some depth into international managerial issues, such as strategy, mode of entry, and organizing for international business. It covers a variety of industries; in particular, it includes materials focusing on service industries, as well as materials focusing on manufacturing industries. This course also provides wide geographic coverage, with the location of cases and other materials ranging across many regions of the world (Latin America, Africa, etc.).

Books

The following are available from the campus bookstore, and on reserve at the Snell library:

- Advanced Global Management . (Custom case book, make sure you get the one for this section, since other professors may use other materials).
- Micklethwait, J., & Wooldridge, A. 2003. A Future Perfect: The Challenge and Promise of Globalization. Random House.
- Smith, D. 2003. State of the World Atlas. 7th edition. Penguin.

Schedule

Date	Due from you	In class
F Jan 9		Introduction to the course
Tu Jan 13		Intro, Ch 1 of Future Perfect
F Jan 16		Ford Argentina, 2 of Future Perfect
Tu Jan 20	Concepts (1)	Review
F Jan 23		Kodak Health Imaging (A)
Tu Jan 27		Kodak Health Imaging (B), 3
F Jan 30		Toys R Us Japan (A)
Tu Feb 3		Toys R Us Japan (B), Pokemon, 4
F Feb 6		5, Atlas sections to be announced
Tu Feb 10		Corruption
F Feb 13	Case proposal	6, 7
Tu Feb 17		8, Good fences
F Feb 20	Concepts (2)	The end of global strategy, 9
Tu Feb 24		Exporting American Culture, 10
F Feb 27	Final assignment proposal	To be announced
Tu Mar 2		No class: spring break!
F Mar 5		No class: spring break!
Tu Mar 9	Case	11, “clusters” reading to be announced
F Mar 12		World of pay, 12
Tu Mar 16		Life, death, and property rights
F Mar 19		13, 14
Tu Mar 23		Student-written cases
F Mar 26		Student-written cases
Tu Mar 30	Concepts (3)	15, WWF
F Apr 2		16, conclusion
Tu Apr 6	Final assignment	Final assignment presentations
F Apr 9		Final assignment presentations
Tu Apr 13		Final assignment presentations

Assignments

The following is an overview of the assignments for the course. I will provide more details on these assignments via handouts and via Blackboard as the semester progresses. In particular, I will provide discussion questions for most of the cases.

Assignment	%age of grade	Individual or group?
Class participation	25	Individual
Concepts (3 parts)	25	Individual
Case	25	Up to you
Final assignment	25	Up to you

There is more to **class participation** than mere attendance. Punctuality, preparation, and, of course, active participation are also vital. So is turning off mobile phones and similar devices during class.

Note that *preparation* is required for almost every class meeting. In particular, when I assign a case, I expect to be able to call upon any student with questions such as the following. What are the main issues in this case? Who are the key decision-makers? What are the key strengths of the organization? What are the key threats facing the organization? What alternatives are available to the organization? Which of these would you recommend, and why? How should your recommendation be implemented? (This is a list of rather general sample questions; the list will differ from case to case.)

You should also be well prepared to discuss chapters of *Future Perfect*, and sections of the *Atlas*, assigned for that particular meeting.

Blackboard provides further opportunity for class participation.

You will submit three versions of the **concepts** assignment. In each version, you will discuss two things. First, what are the main concepts of international management? (A textbook, perhaps the one you used for INB U201, might help you with this). Second, how, if at all, have we covered these concepts in the course so far? For example, you might consider currency exchange to be a key concept. In the second version of your concepts assignment, you might discuss how the Kodak case illustrates this concept. You might also reflect on any in-class discussion, or current events, relevant to the topic of currency exchange.

You will write a **case**. Note: this is not the same as a written analysis of an existing published case. You will write the case itself. Some of these cases will be analyzed and discussed in our later class meetings!

For the **final assignment**, you have a lot of choice. You will propose a topic relevant to international business. To give you some ideas, here is a sample of topics that might be interesting. (1) A profile of a specific international business, perhaps a firm you are interested in working for. (2) A profile of a non-profit international organization. (3) Extension of your case-writing assignment. (4) Analysis of how the outcome of the next presidential election might affect the environment of international business.

Whatever your topic for the final assignment, you will deliver it in two ways. You will deliver a conventional written version. You will also deliver it in one other way. Here are some of the additional ways in which you might deliver it: presentation; web site; self-produced video.

For the case-writing assignment, and for the final assignment, you can work alone or in groups. Your choice of solo versus group can differ for the two assignments. For example, if you would prefer to write a case by yourself, but to work with others on the final assignment, that is fine. For each of these assignments, you will submit a proposal well in advance of the assignment itself (see Schedule above).

Web Site

The **web syllabus** is a Blackboard site. It is the home site for this course, and provides links to other relevant sites and pages. You can access it via:

<http://blackboard.neu.edu> (note the lack of “www” in this URL).

Make sure that you are enrolled in the appropriate section of MGT U501.