Standard Course Outline

I. General Information
   • Course Number: MGMT 406
   • Title: International Business Policy
   • Units: 3
   • Prerequisites: MGMT 300, CBA 300, IS 301
   • Course Coordinator / SCO Prepared by Dr. Sabine Reddy
   • Date prepared / revised: Sept 21, 2012
   • Updated: Feb 23, 2015

II. Catalog Description
   Developing multinational strategies and policies. International economics, economic
development, international marketing, international finance, multinational planning,
organization, and control. International transactions, economic and political
integration, the competitiveness of countries, relations with host societies, and
country studies.
   Letter grade only (A-F). Case studies and research projects.

III. Curriculum Justification(s)
   The course provides insight into the scope, complexity, and problems of formulating
and implementing multinational strategies and policies. It brings into focus the
interrelationship of economic, cultural, legal and political factors of host countries,
international organizations, and the managerial process. Moreover, the course
integrates such areas of study as international economics, economic development,
international marketing, and multinational planning, organization, and control.
Embedded in the specific subject matter of the course is an appreciation of the
following CBA undergraduate learning goals:
   • Critical Thinking (General)
   • Business Functions (Management-Specific)
   • Domestic & Global Environment (Management-Specific).

IV. Course Objective(s)
   (Management Specific) Business functions: Students will demonstrate understanding
of all business functions, practices and related theories and be able to integrate this
functional knowledge in order to address business problems.
   Students will be able to:
   • Demonstrate understanding of how multinational companies formulate
     successful strategies to compete internationally.
   • Understand basic configurations of multinational strategies and structures,
     given the challenges associated with learning, innovation and knowledge
     management across borders.
   Suggested methods of assessment: objective test questions, essay test questions,
   research paper
(Management Specific) Domestic & Global Environment: Students will be able to demonstrate knowledge of today’s domestic and global business environment (e.g., legal, regulatory, political, cultural, and economic).

Students will be able to:
- Demonstrate understanding of global strategy, globalization, its drivers, and the analysis of industry opportunities and threats in the global market place.
- Demonstrate understanding of the special challenges managers face in the global economy, including how national cultures affect management, international negotiation and communication and the management of ethical and social responsibility in multinational corporations.

Suggested methods of assessment: objective test questions, essay test questions, research paper

Critical thinking: Students will demonstrate conceptual learning, critical thinking, and problem-solving skills.
- Research and examine systematically the strategic problems facing managers of multinational companies and critically evaluate potential solutions to these problems.
- Make logical and defensible recommendations that are consistent with the relevant facts, and effectively communicate these recommendations both orally (e.g., presentations, class discussion) and in writing.

Suggested methods of assessment: objective test questions, essay test questions, research paper

V. Outline of Subject Matter

<table>
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<tr>
<th>Topics to be covered:</th>
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<tr>
<td>Culture and multinational management</td>
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<td>International negotiation and cross-cultural communication</td>
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<td>Institutional context of multinational management</td>
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<td>Managing ethics and social responsibility challenges in multinational management</td>
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<td>Strategic management in the multinational company: managing competition, leveraging resources and capabilities</td>
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<td>Multinational participation strategies, market entry strategies</td>
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<td>Organizational designs for multinational companies</td>
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<td>International strategic alliances</td>
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<td>International human resources management</td>
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<td>Small business and international entrepreneurship</td>
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Additional topics may include: corporate governance around the world, leadership in multinational companies

VI. Methods of Instruction
a. Instructors should use appropriate instruction methods that are consistent with the course description stated in Section II and serve the course objectives listed in Section IV of this SCO. Examples of instruction methods for the course include:

- Class lecture/examples/discussion
- Case analyses/exercises/software
- Written assignments
- Simulation
- Team project

b. Instructors should use appropriate text books that are consistent with the course description stated in Section II and serve the course objectives listed in Section IV of this SCO. The following is illustrative:

- Peng, Mike W., Global Strategy. Cengage.

Instructors may use a custom book. Additional readings and cases may be selected.

VII. Instructional Policies Requirements

Instructional policies should be consistent with the course description stated in Section II, and should serve the course objectives listed in section IV of this SCO.

Instructors may specify their own policies with regard to plagiarism, withdrawal, absences, etc., as long as these policies are consistent with the University policies published in the CSULB Catalog. It is expected that every course will follow University policies on Final Course Grades, Grading Procedures, and Final Assessments (PS 05-07), Attendance (PS 01-01), Course Syllabi (PS 11-07), Final Course Grades, Grading Procedures, and Final Assessments (PS 05-07), and Withdrawals (PS 02-02 rev). If some or all sections of the course are to be taught, in part or entirely, by distance learning in the future, the course must follow the provisions of PS 03-11, Academic Technology and the Mode of Instruction.

All sections of the course will have a syllabus that includes the information required by the syllabus policy adopted by the Academic Senate. Instructors will include information on how students may make up work for excused absences. When class participation is a required part of the course, syllabi will include information on how participation is assessed.

Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.