

**University of Arkansas – Fort Smith
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General Syllabus

MGMT 42043 International Management

Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Prerequisites: MGMT 31543 Organizational Behavior and Admission to the College of Business or consent of instructor
Effective Catalog: 20018-2019

I. Course Information

A. Catalog Description

Explores political strategies, challenges of operating in different cultures, and challenges in designing effective organizational structures for multinational business operations. Lectures, case studies, and in-class simulations are used to evaluate strategies for launching international operations, leveraging technology and knowledge for strategic advantage, and coordinating activities of geographically dispersed affiliates.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Apply economic, marketing, finance, and management concepts and strategy frameworks to the study of international business.
2. Identify processes for formulating strategies to create value in international markets.
3. Explain organizational tensions inherent in coordinating activities worldwide.
4. Identify and resolve challenges in managing operations across culturally diverse environments.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Communication Skills (written and oral)

Students will communicate proficiently through class discussions and projects.

Global and Cultural Perspectives

Students will appreciate and reflect upon cultural differences and their implications for interacting with people from cultures other than their own.

Ethical Decision Making

Students will model ethical decision-making processes as they consider the impact of global business practices.

III. Major Course Topics

- A. Environment of International Business: Political, Economic, Legal, Technological
Role of Culture in International Management
- B. Social Responsibility & Ethics in Global Operations
- C. Communicating Across Cultures
- D. Cross-cultural Negotiations & Decision Making
- E. Mode of Entry into International Markets
- F. Formulating Strategy and Global Alliances
- G. Staffing, Training, & Compensation for Global Operations
- H. Developing a Global Management Cadre