

INTERNATIONAL MANAGEMENT

Massimiliano Bracale, PhD.

OBJECTIVES

The purpose of this course is to provide an introduction to international management. Students will be able to understand environmental factors that affect global managers, understand the role of culture in global management, learn the essentials of negotiation and best practices in working as a team. This class utilizes relevant videos, case studies and up to date news to keep material relevant.

COURSE CONTENTS

PART I: THE GLOBAL MANAGER'S ENVIRONMENT

Assessing the Environment—Political, Economic, Legal, Technological
Managing Interdependence: Social Responsibility and Ethics

PART II: THE CULTURAL CONTEXT OF GLOBAL MANAGEMENT

Understanding the Role of Culture
Communicating across Cultures
5 Cross-cultural Negotiation and Decision Making
Formulating Strategy (Setting: Malaysia)
Global Alliances and Strategy Implementation
Organization Structure and Control Systems

PART III: GLOBAL HUMAN RESOURCES MANAGEMENT

Staffing, Training, and Compensation for Global Operations
Developing a Global Management Cadre
Motivating and Leading

Teaching: Lectures, discussion, activities, case studies, projects

Grading:

Class Participation 10%

Oral/ PowerPoint presentations 10%

Case Studies 20%

Team/Individual Project 10%

Examinations 50%

Office Hours by appointment

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REQUIRED READING

International Management: Managing Across Borders and Cultures, 5/e Helen Deresky ISBN: 0-13-109597-8