

**MANAGEMENT 3901: Managing Cultural and Strategic Issues in International Business
Summer 2011**

Professor Richard Johnson

Topics:

Global Environments:

Class 1: Global Trade Environment- International Trade Theory, Drivers of Globalization

Class 2: Global Differences - Political, Economic & Legal Systems

Class 3: Cultural Aspects of Global Business - National and Corporate Cultures (Managing Differences)

Case: Possibly Lincoln Electric

Class 4: Foreign Direct Investment/Entrepreneurship - Benefits and Costs to Host Countries and Investors

Class 5: International Business – Profiting from Global Expansion, Knowledge Flows, Firm Strategies

Case: Asea Brown Boveri

Class 6: Exam 1

Global Market Entry: Pros and Cons of Different Modes

Class 7: Exporting and Licensing – Mechanisms and Implications

Case:

Class 8: Alliances – Types, Motivations and Concerns

Case: Xerox and Fuji-Xerox

Class 9: Mergers and Acquisitions – Rationales, Types, Post-Merger Integration

Case: Daimler - Chrysler

Class 10: Greenfield Ventures

Class 11: Successful Market Entry (Making it work) – Structures, Organization Change, Controls

Class 12: Exam 2

There will be a team project in which students will examine the difficulties and benefits of international operations by interviewing managers and observing operations at local international firms near Alicante. There will be two exams and cases / articles will be made available.