

Course		
<b>Management Across Borders</b>		
Lecturer	Duration	ECTS/Credit Points
Prof. Dr. Frank C. Butler	International Week	3
Course Character	Semester	Course Language
Elective Course	Fall semester	English
Prerequisites		
Description of the Course		
<p>This class will examine cross-cultural and international management issues, as managers around the world are now, or will be involved to some degree in international business and marketplaces. This class focuses on cultural and regional differences, political and economic influences, global market factors, and other facets that influence operating businesses internationally.</p>		
Course Components		
<p><b>Attendance and Participation:</b> Participation and attendance are both expected of all students for each class. Each member of the class has something to offer the rest of the class and thus participation is essential. This participation allows differing perspectives to be shared and for each of us to learn these new ideas. Participation points must be earned. Attendance is also vital so we may have a full intellectual discussion. Participation points will be primarily awarded by bringing in 2 articles from the popular business press for in class discussions. These articles must have something to do with international business or topics that have been covered in class.</p> <p><b>Exam:</b> There will be an exam at the end of the course.</p>		
Preparation For and Participation in Class		
<p>Come to class having reviewed any material. Preferably, reading international news regarding issues businesses face will facilitate understanding and discussion of the material.</p>		
Course Outline		
<ul style="list-style-type: none"> <li>- Globalization</li> <li>- Differences in Political Economy</li> <li>- Political Economy and Economic Development</li> <li>- Differences in Culture</li> <li>- Political Economy of International Trade</li> <li>- Foreign Direct Investment</li> <li>- Regional Economic Integration</li> <li>- Foreign Exchange Market</li> <li>- The Strategy of International Business</li> <li>- Entry Strategy and Strategic Alliances</li> <li>- Global Human Resource Management</li> </ul>		

## References

The seminar is based in particular upon the following references:

Hill, C.W.L. 2015. *International Business: Competing in the Global Marketplace*. New York, NY: McGraw-Hill/Irwin.

### **Important Note:**

The above outline is tentative to give you an idea of the sequence of topics. It can be modified and is only designed to give you a rough idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated by me.