

Management 509 A/B
Managing in a Global Environment (*Provisional Schedule*)
Spring 2020 (1st Half), M W 3:30-5:20

Room: Dempsey 112

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Course Synopsis

In this course we will do the following.

1. Discuss globalization, the trends that promote and restrain globalization, and the implications these trends have for enterprise strategy.
2. Review country differences in political systems, economic systems, legal systems, culture, and business systems. Look at how those differences impact on business practices in different nations.
3. Review international trade theory and institutions. Explore the implications of the international trading and investment system for national, regional and global strategy decisions.
4. Review the different modes for entering foreign markets, specifically exporting, licensing/franchising, joint ventures, and foreign direct investment, and discuss when each mode is most appropriate.
5. Discuss the different approaches to global strategy that firms adopt.

Grades

Grades will be based on a final exam that will be given online.

Teaching Method

We will use a combination of lectures, readings, short cases and long cases to explore these issues.

Course Materials

1. Charles W.L. Hill and G. Tomas Hult, Global Business Today, 10e or 11e, McGraw Hill. Available at Amazon or direct from McGraw Hill.
<https://www.mheducation.com/highered/product/global-business-today-hill-hult/M9781260088373.html>

2. Short Cases (will be posted on Canvas)
3. Course Packet from Harvard Business School Publishing.
<https://hbsp.harvard.edu/import/715874>

Schedule

March 30th

Topic: Globalization and Country Differences (Part I)

Reading: Hill & Hult Chapters 1-4

Short Case: Making the iPhone

Short Case: The Decline of Zimbabwe

Short Case: Economic Transformation in Vietnam

April 1st

Topic: Globalization and Country Differences (Part II)

Reading: Hill & Hult Chapters 1-4

Short Case: Making the iPhone

Short Case: The Decline of Zimbabwe

Short Case: Economic Transformation in Vietnam

April 6th

Topic: International Trade Theory and Institutions (Part I)

Reading: Hill & Hult, Chapters 6, 7 and 9.

Short Case: U.S. Sugar Subsidies

Short Case: The Trans Pacific Partnership

Short Case: Donald Trump on International Trade

April 8th

Topic: International Trade Theory and Institutions (Part I)

Reading: Hill & Hult, Chapters 6, 7 and 9.

Short Case: U.S. Sugar Subsidies

Short Case: The Trans Pacific Partnership

Short Case: Donald Trump on International Trade

April 13th

Topic International Trade and Global Competition

Long Case (Harvard): Global Wine War 2015

Case available here - <https://hbsp.harvard.edu/import/715874>

April 15th

Topic: Entry Modes (Part I)

Reading: Hill & Hult, Chapter 8, 13

Short Case: Burberry in Japan

April 20th

Topic: Entry Modes (Part II)

Long Case (Harvard): Lincoln Electric Venturing Abroad

Case available here -- <https://hbsp.harvard.edu/import/715874>

April 27th

Topic: Global Strategy Choices (Part I)

Long Case (Harvard): Philips v Matsushita

Case available here - <https://hbsp.harvard.edu/import/715874>

April 29th (Part II)

Topic: Global Strategy Choices (Part II)

Reading: Hill & Hult, Chapter 12