Management 509 A/B
Managing in a Global Environment (Provisional Schedule)
Spring 2021 (1st Half), M W 3:30-5:20

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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

   https://www.mheducation.com/highered/product/126406750X.html

2. Short Cases (will be posted on Canvas)
   https://hbsp.harvard.edu/import/811684

Schedule

March 29th
**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

March 31st
**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 5th
**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 7th
**Topic: International Trade Theory and Institutions (Part II)**
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 12th
**Topic: International Trade and Global Competition**
Case available here - https://hbsp.harvard.edu/import/811684

April 14th
**Topic: Entry Modes (Part I)**
Reading: Hill & Hult, Chapter 8, 13
Short Case: Burberry in Japan
April 19th
**Topic: Entry Modes (Part II)**
Long Case (Harvard): Lincoln Electric Venturing Abroad
Case available here -- https://hbsp.harvard.edu/import/811684

April 21th
**Topic: Global Strategy Choices (Part I)**
Long Case (Harvard): Philips v Matsushita
Case available here - https://hbsp.harvard.edu/import/811684

**April 26th (Part II)**
**Topic: Global Strategy Choices (Part II)**
Reading: Hill & Hult, Chapter 12

April 28th.
**Wrap-Up**