

**MGT/MKT 472.1D1**  
**International Management & Marketing**

Fall 2009, Session I  
Douglas, Thursdays, 5:30-9:45 pm

Professor: Dr. Prime

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Office Hours: 2-6:00 Wednesdays (Atlanta), 3:30-5:30 Thursdays (Douglas) & by appointment

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**Course Description:** Study of marketing and management issues facing business managers in an international setting. Primary emphasis is on the study of the development and adjustment of marketing and management strategies within the framework of the diverse socio-cultural, political/legal, economic and other environments that exist in the world.

**Prerequisites:** MGT 363 and MKT 361. Note: Students may not receive credit for both MGT/MKT 472 and BIS 364 in extended education.

**Purpose:** The purpose of this course is to develop a framework, terminology, and perspective for understanding different economic systems that define their business environments. We will look at cases of development success as well as countries that are grappling with serious problems. We will also use this course to reflect on and reevaluate the U.S. economy and its role in the global environment.

We meet together for this course at a very exciting time. The global technological and economic environment is changing rapidly. This has led to progress combined with new challenges and turbulence.

For example, many formerly planned economies are in the midst of reform; Germany reunited; the Soviet Union is history; many African countries are rethinking their past development strategies; South Africa is building a new system after the end of apartheid; Latin America is joining world capital and trading markets; the Cuban power structure may soon fall; Vietnam is reforming; after decades of autarky, economic reform has put China into the top 10 trading positions with the third largest economy in the world and India is catching up fast; and Asia is still struggling to overcome its financial and social crises after years of spectacular growth.

At the same time, there is growing concern that some of these changes—often lumped together as “globalization”—are not necessarily good. Protests against the World Trade Organization, and calls to reform the World Bank and the International Monetary Fund, are increasing. At the theoretical level, there is also debate over the role that “openness,” including trade and foreign investment, actually play in the development process.

Companies are faced with both the opportunities and challenges of this dynamic global economic change.

**Learning Objectives:**

- Identify management and marketing issues faced by managers when operating in a global environment
- Demonstrate knowledge of different socio-cultural, political/legal, and economic environments and how these environments have an impact on international business
- Demonstrate knowledge of current issues in international business

**Required Reading:** Note that you will need to purchase the textbook but the other readings will be provided or are available in the library.

Textbook: Charles W. L. Hill, *Global Business Today*, 6<sup>th</sup> edition, McGraw-Hill Irwin, 2009.

“A Comparison of the Economic Reform Experiences in China and India,” by Jaishankar Raman, Chapter 5 in *Economic Development in India and China: New Perspectives on Progress and Change*, Penelope B. Prime and Kishore G. Kulkarni, Eds. New Delhi: Serials Publications, 2007.

*Doing Business in India: A Guide for Western Managers*, by Kumar, Rajesh (Author) Kumar Sethi, Anand (Palgrave Macmillan, 2005) available via ebrary.

“China’s Economic Reforms: A Summary,” Prime notes.

Penelope B. Prime and Travis Maples, “Consolidated Engineering Goes to China,” in *Readings and Cases in International Management: A Cross-Cultural Perspective*, by David C. Thomas (Sage, 2003).

Mary Bumgarner and Penelope B. Prime, “The East Asia Miracle? Thailand Melts Down,” *Casenet* (<http://casenet.thomsonlearning.com>), 2001.

**Evaluation:** There will be in-class quizzes, two exams, and team-led case discussions throughout the session.

| <i>Activity</i>                      | <i>Weight</i> |
|--------------------------------------|---------------|
| Attendance & participation generally | 10%           |
| Class quizzes (best 4 out of 5)      | 15%           |
| Discussion Leadership (team)         | 15%           |
| Exam 1 (Midterm)                     | 30%           |
| Exam 2 (Final)                       | 30%           |

**Grading:** Grades will be weighted according to the above evaluation plan. Grades will be assigned using the average numerical grade according to the following criteria:

| Total Points | Earned Letter Grade |
|--------------|---------------------|
| 92 and above | A                   |
| 82-91        | B                   |
| 72-81        | C                   |
| 62-71        | D                   |
| Below 62     | F                   |

### **TENTATIVE SYLLABUS & EXAM SCHEDULE**

Note: This is a general, tentative schedule that will be adjusted if and when needed.

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| Week 1, Aug. 27: Chapters 1 & 2  |
| Week 2, Sept. 3: Chapters 3 & 4; quiz 1                                  |
| Week 3, Sept. 10: Chapters 5 & 6; India case, quiz 2; Review             |
| Week 4, Sept. 17: Midterm exam; Chapters 7 & 8 (pp.273-280)              |
| Last day to withdraw: Sept. 24   |
| Week 5, Sept. 24: Chapters 9 & 10; China case, quiz 3                    |
| Week 6, Oct. 1: Chapters 11& 12; CEC case, quiz 4                        |
| Week 7, Oct. 8: Chapters 15 & 16; E. Asian/Thailand case, quiz 5; Review |
| Week 8, Oct. 15: Final Exam  |

**Policies:**

1) You are required to take both exams. If you know that you must miss class on a day when an exam is scheduled, you may arrange to take the exam early or before the exams are handed back (within one week)--this policy does not apply to the final exam. Note that if you take the exam after the exam date (for any reason), there will be a 5% penalty. Note also that final exams are not given early.

2) Students are responsible for all assigned material, including all materials & assignments covered in class, and all materials & assignments posted on the Blackboard website. Use of Blackboard is *required* in this course. Note that this course often uses electronic copies of

materials. We will use the email in Blackboard, or your Mercer email address for class related correspondence.

3) Attendance and participation in class discussion is expected, and will be part of your final course grade.

4) Course withdrawal: The University's policy is that students withdrawing on or before the official withdrawal date as specified each term are eligible to receive a grade of "W". Students withdrawing after this date will need to be processed through the Office of the Registrar.

5) Incompletes may be awarded for non-academic reasons only at the instructor's discretion, and only if a small, pre-determined amount of work is needed to complete the course. A letter of understanding of the remaining work is required by the School of Business and the Office of the Registrar.

6) It is Mercer policy that when email is used, the class will communicate via our Mercer emails and Blackboard, and not via personal or work email addresses.

7) Grades will not be posted. You will receive your grades throughout the semester in class, and via Mercer University for the final course grade after the semester is over.

8) Academic Honesty: Mercer University expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University's expectations and will be regarded as a serious matter. Violations include, but are not limited to, cheating, plagiarism, academic negligence. Or other acts of academic dishonesty. Please refer to <http://www2.mercer.edu/HonorCouncil/Mercer's+Honor+System.htm> for complete information on the Mercer Honor Code and Council.

9) Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Richard Stilley, Assistant Dean of Campus Life (tel: 678-547-6823) for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact immediately. The office is located on the Atlanta campus in the Sheffield Building, 2<sup>nd</sup> floor.

10) Inclement Weather: If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather phone for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.