

International Management

CREDIT	3	INSTRUCTOR	Dr Sven Horak
OFFICE		OFFICE HOURS	
TIME	11:00-12:40	CLASSROOM LOCATION	TBA
E-MAIL	horaksn@gmail.com		

[COURSE INFORMATION]

COURSE DESCRIPTION & GOALS	International managers face diverse and dynamic business environments in which they must accurately assess the institutional factors that shape the success or failure of their strategies and operations. This course aims to provide students with management knowledge for understanding international business environments in order to design effective managerial practices. It covers a range of issues concerned with managing international operations, such as: the global business environment and national differences, global institutions and driver of globalization, cross-cultural management and business ethics, cross-cultural negotiation or expatriation and assignments abroad amongst others.
PREREQUISITE	There is no formal prerequisite for this course. Students should have a strong interest in managing across borders.
COURSE REQUIREMENTS	The class meets four times a week for two times 45 min. lectures. A variety of techniques will be used to enhance student learning, including lectures, class discussions, group projects and presentations. Students are required to read the relevant book chapter prior to the lectures and review the findings and case study solutions after the lectures. Pro-active participation in class discussions and case analysis is expected. Students are encouraged to show creativity and share their views on respective management issues.
GRADING POLICY	Case study presentations 20%; midterm examination 20%; final examination 30%; assignment 20%; class participation and attendance 10%.
TEXTS & NOTES	A textbook will be used in class as well as scientific and practitioner articles on current management issues in an international context. <i>Textbook:</i> Hill C. W. L.: International Business: Competing in the Global Market-place. McGraw-Hill. <u>Latest edition or not older than 2015</u> , 10th edition (can be ordered as a paperback or ebook via Amazon) <i>Other material:</i> Scientific papers, practitioner articles, international management cases (etc.) will be made available in class.
INSTRUCTOR'S PROFILE	Dr. Sven Horak teaches and researches in the field of global management and organization at The Peter J. Tobin College of Business at St. John's University in New York City. His recent research focuses on the role informality plays in the organization and in human relations at the workplace. Dr. Horak worked for several years in the East Asian automotive industry, managing operations for a leading automotive supplier from its locations in Tokyo, Seoul, and Stuttgart. He was a post-doctoral fellow and research associate funded by the German Research Foundation (DFG) at the Institute of East

	<p>Asian Studies (IN-EAST) and the Mercator School of Management at the Duisburg-Essen University in Germany where was awarded a Ph.D. (Dr. rer. oec.) for his research on the influence of informal institutions on managerial decision-making behavior. He is a member of the Academy of Management (AOM), Asia Academy of Management (AAOM), Academy of International Business (AIB), Euro-Asia Management Studies Association (EAMSA), and the International Association for Chinese Management Research (IACMR). Homepage: www.svenhorak.com, Twitter @svenhorak</p>
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[WEEKLY SCHEDULE]

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
1	Globalization and its drivers The global business environment and national differences	Textbook chapter Articles (provided in class) Case study (provided in class)	
2	Global institutions Managing in regionally integrated markets	Textbook chapter Articles (provided in class) Case study (provided in class)	
3	Culture and international management Cultural diversity and its impact on organizational challenges	Textbook chapter Articles (provided in class) Case study (provided in class)	
4	MIDTERM EXAM Cross-cultural negotiation Expatriation and assignments abroad	Textbook chapter Articles (provided in class) Case study (provided in class)	
5	Ethics and Social Responsibility in an international context Ethical issues and solutions	Textbook chapter Articles (provided in class) Case study (provided in class)	
6	Case study presentations Course recap, lessons learned, feedback FINAL EXAM	Textbook chapter Articles (provided in class) Case study (provided in class)	