

**MGT 5312:W01**  
**International Management**  
**Course Syllabus**  
**Fall 2014**  
**Professor Pamela Marett**

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**Department of Business Administration MBA Program Learning Outcomes**

- PLO 1 Analyze and solve complex business problems across major business functions, using advanced business principles and strategies
- PLO 2 Communicate in-depth business information through written oral and other delivery processes
- PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business
- PLO 4 Identify and describe the major and minor components of the external business environment

**Learning Outcomes**

The various issues, opportunities, and problems related to the dynamic global economy  
How governments and legal systems affect international business  
The features of political and economic risk in the global economy  
Appreciation of the challenges to business leadership in the global economy

**Course Description and Objective**

International Management explores the dynamic global environment of international trade and explores the political, legal, technological, competitive, and cultural factors that shape it. The aim of this course is to familiarize the student with the complex issues related to international trade and business.

**Course Materials**

*A Splendid Exchange* 2009, William J. Bernstein, Grove Press 2009, ISBN-13: 978-0802144164

*The Choice: A Fable of Free Trade and Protection* 3<sup>rd</sup> ed., Russell Roberts, Prentice Hall, ISBN-13: 978-0131433540.

*The Travels of a T-Shirt in the Global Economy* 2<sup>nd</sup> ed., Pietra Rivoli, John Wiley & Sons, Inc. 2009 ISBN 978-0-470-28716-3

*Dead Aid: Why Aid Is Not Working and How There Is a Better Way for Africa*, Dambisa Moyo, Farrar, Straus, and Giroux 2010, ISBN-13: 978-0374532123

<b>Evaluation</b>	<b>% Grade</b>
Assignment 1 Book Review <i>A Splendid Exchange</i>	25%
Assignment 2 Question Set <i>The Choice</i>	25%
Assignment 3 Question Set <i>T-Shirt</i>	25%
Assignment 4 Book Review <i>Dead Aid</i>	25%

## **General Information on Assignments**

### *Length*

Some of you fret over the length of the assignments and desire a precise definition. I can only provide you with a very general guideline. The writing style of individuals presenting excellent answers/reviews with essentially the same information varies enormously, thus impacting length. The important thing is that you follow the guidelines and grading criteria for book reviews and clearly answer and focus on the question/topic at hand for question assignments. If you do this you will know when you are complete. You will not feel compelled to include extraneous information for the sake of volume.

### **Book Review**

A book review is a description, critical analysis, and an evaluation on the quality, meaning, and significance of a book, not a retelling. It should focus on the book's purpose, content, and authority. A critical book review is not a book report or a summary. It is a reaction paper in which strengths and weaknesses of the material are analyzed. It should include a statement of what the author has tried to do, evaluates how well (in the opinion of the reviewer) the author has succeeded, and presents evidence to support this evaluation.

<b>Book Review Grading Criteria</b>	<b>Maximum Points</b>
Focused on the book's purpose, content, and authority.	25
Analyzed the strengths and weakness of the material.	25
Provided a statement of what the author attempted to do, evaluated how well he succeeded, and provided evidence to support this evaluation.	25
Wrote in a clear, concise, and organized manner; demonstrated ethical scholarship in accurate representation and attribution of sources; displayed accurate spelling, grammar, and punctuation.	25
<b>Total:</b>	<b>100</b>

## **Blackboard**

The BB site for this class contains the syllabus, assignments, grades, discussion boards, and announcements.

Please submit your assignments through the BB assignment area.

Please take advantage of the book Discussion boards. It is very helpful to exchange ideas, thoughts, and questions with your fellow students. I shall also check-in and enter the discussion when and if it is not disruptive to student discussion.

## **University Policy**

Please consult your Student Handbook to familiarize yourself with university policy. The professor adheres to all Sul Ross State University policies.

**ONLINE MBA  
MANAGEMENT 5312  
FALL 2014**

8/25 - 9/19 22-Sep	<i>A Splendid Exchange</i> Book Review Due
9/24 - 10/3 6-Oct	<i>The Choice</i> Question Assignment Due
10/8 - 10/31 3-Nov	<i>The Travels of a T-Shirt</i> Question Assignment Due
11/5 - 11/24 24-Nov	<i>Dead Aid</i> Book Review Due