



## Hessen: IWU 2022 Curricular Outlines

- Minimum requirements-

preliminary version, may be subject to changes

## International Management in an Inter-Cultural Environment

Online-Seminar

### **CLASS HOURS**

- Monday-Friday 13:00-14:30 (Germany); 7:00-8:30 a.m. (Eastern Daylight Time). There will be no seminar on Monday, July 10. We will meet instead on Saturday, July 15. Thery will be additional small-group work. Please refer to the detailed overview of the online programme.

### PROFESSOR

- Name: German A. Zarate-Hoyos, Ph.D.
- Office: Virtual

- Office hours: 12:00 - 13:00

- Phone:

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# 1) INFORMATION ON THE COURSE CONTENT

### **COURSE DESCRIPTION**

Global production chains and foreign direct investment flows have accelerated as globalization has reached all corners of the world. Presence in emerging markets have become a necessity for major corporations as well as smaller companies. As a result, managers from around the world will have to operate in competitive and diverse international settings. In a competitive environment, managers have to develop the knowledge and skills needed to understand the international context in which firms compete and to operate effectively in cross-national interactions. These skills are necessary for managers operating abroad or at home because both will most likely have to manage an increasing level of workforce diversity in local as well as global organizations. We will read articles, case studies and chapters and learn about globalization, global production, and foreign direct investment through country studies while also discussing topics such as ethics, culture, diversity, leadership, cross-cultural communication and human resource management.

#### LEARNING OBJECTIVES

- To understand global trends in global production chains and foreign direct investment.
- To analyze case studies dealing with human resource management in international settings.
- To critically analyze theories regarding culture, diversity, leadership and cross-cultural communication.

#### **COURSE MATERIALS**

- "Doing Business in Emerging Markets", by T. Cavusgil, et. a. Sage Publications, 3<sup>rd</sup> edition, 2021.
- International Management, Culture, Strategy and Behavior by F. Luthans and J. Doh, McGraw Hill, 9<sup>th</sup> edition, 2014.
- Country Studies: http://lcweb2.loc.gov/frd/cs/cshome.html
- Rising Stars in Emerging Markets by Yogesh Borkar, Create Space, 2013.
- P.E.S.T. Analysis handout.
- Other articles and case studies as needed

Date	Time	Торіс	Reading/ Assignments/ Additional Practice Materials
Week 1		Globalization and International Linkages	Country Studies / PEST Analysis Country presentation
Week 2		Organizational Culture and Diversity	Case studies Case study presentation
Week 3		Organizational Behavior and Human Resource Management	Emerging Market presentation Final exam

This course description was issued on: *May 10, 2021 Rev. Sep. 08, 2021*