

**BUS 410**  
**International Management**  
**Winter 2006-On-line**

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**Text:** International Management: Managing Across Borders and Cultures; Deresky, Helen, Prentice Hall. Fifth Edition

**Objectives:**

- i. Identify critical issues in international management
- ii. View the cultural environment of global markets
- iii. Assess global management opportunities and develop strategies
- iv. Analyze international management scenarios
- v. Raise learner awareness of a range of global issues.
- vi. Respectfully responded to the opinions of others.

**Assessment Methods**

There are two main assessment methods from which your grade will be calculated. The first method is called ‘The Company Papers’

**1) The Company Papers**

Think of a real or fictional company or business that you want to use for your ‘Company papers’. If you want to use a real company, make sure that you have access to information to complete your paper. Your employer might be one such company. If you choose a fictional company or business, then it should be a company from which it is possible for an international venture or operation to happen. I realize that as you proceed and develop your company that you may want to modify your choice and information some.

When you have thought of such a company (or companies if you have not yet narrowed your ideas down to just one) post your proposals on the appropriate discussion board (entitled ‘Proposals for company papers’). This discussion board is intended for you to share your ideas, receive feedback, develop resources and tap into the international and commercial experience of other course members.

You will then choose a country for your company to operate in. This country should not one that you are from or grew up in. (If you are going to put in the work for this class then it is important for you to learn about another country). You will then apply the topics and concepts in the designated chapters to your business in your chosen country of operation. It is your call to decide what concepts from the chapters are relevant to your business. I will include a guidance sheet prior to each submission. Your grade will be earned by your inclusion of all relevant concepts (to your business) and that you present that information professionally on the discussion board to deadline. The work will be commented on by myself and your fellow students.

All company papers should be submitted to the appropriate discussion board by midnight on the designated

dates. I will direct you to the appropriate discussion board. Please do not use attachments. I advise you to work off line and then cut and paste your work on line onto the discussion board. Minimum page length is 4 pages double spaced. There is no maximum page length. My rule of thumb is that if you have more to say, then you have not finished your paper.

You will also be expected to give feedback on a minimum of two of your fellow student's papers per submission. This feedback might include suggestions for further information, questions concerning the analysis of data as well as any other relevant comments that you see they might incorporate into their paper. I am looking for concrete feedback, not just 'looks good to me' or 'way to go'. Use feedback to advance the discussion. There is a total of 100 points available for this feedback. Each feedback posting should be between 100-200 words

The second assessment method for this course is the individual interview:

**2) Individual interview:** Please choose an individual to interview that has grown up in another country and is now here working/living. I have posted the questionnaire under the course menu. My objective for this assignment is for you to learn more about this particular country as well as increasing your understanding between the theory in the text and the reality of what is really expected in the work environment.

***Please note that due to the nature of this course, late work can not be accepted. If you are not able to submit your work on the due date you need to turn it in PRIOR to the date due. I cannot make exceptions.***

**Grading:**

Company Papers:	(5x100)	500
Individual Interview:		100
Student Feedback:	(5x20)	<u>100</u>
Total		700

Grade A 90-100%,    Grade B 80-89.5%    Grade C 70-79.5%    Grade D 60-69.5%