

## INTERNATIONAL STRATEGIC MANAGEMENT

Course dates: 9 July – 3 August 2017

Credit hours: 4 credit hours - US / 8 credit points-ECTS

### Syllabus

Instructor:	Professor Dr. Seemantini Pathak	Email: pathaks@umsl.edu
	College of Business Administration University of Missouri - St. Louis / UMSL / USA	
	Assistant Professor of Management	

Time: Monday-Thursday 9:30 – 12:45

### HSB-INTERNATIONAL SUMMER SCHOOL

Hochschule Bremen - Werderstraße 73 - D-28199 Bremen

Phone: +49-(0)421-59054163

[ifk@hs-bremen.de](mailto:ifk@hs-bremen.de)

[www.ifk-bremen.de](http://www.ifk-bremen.de)

# INTERNATIONAL STRATEGIC MANAGEMENT

HSB-International Summer School 2017

Seemantini Pathak, Ph.D.

## ABOUT THE INSTRUCTOR

Dr. Seemantini Pathak was born and raised in India, but has lived in the United States for over 15 years now. She has a B.E. in Chemical Engineering from the M.S. University of Baroda, a PGDM in International Business from the S.P. Jain Institute of Management and Research and a Ph.D. in Business Administration from Arizona State University. Before receiving her Ph.D., she worked as a consultant at India's largest management consulting firm, and advised many foreign companies during the start of the economic liberalization period in India.



In addition to international management, she researches corporate governance and corporate strategy. Her research has been published in top management journals such as the *Academy of Management Review*, the *Strategic Management Journal* and the *Journal of International Business Studies*.

**Email:** pathaks@umsl.edu

### Webpage:

<http://www.umsl.edu/divisions/business/About%20the%20College/Faculty/Management%20%20/pathak.html>

## OVERVIEW AND OBJECTIVES

Welcome to this course on International Strategic Management!

We live in an increasingly globalized world, where managing effectively across national borders and cultural differences is crucial to career success and economic prosperity. More and more companies earn a large portion of their revenues from international operations, and employees of all levels and in all jobs often work and interact with people from different nations and cultures. Even companies that are not heavily internationalized can expect to be impacted by events occurring in several different parts of the world. The purpose of this course is to allow you to develop an understanding and appreciation of working and managing in a global business environment.

To achieve this objective, we will use two primary frameworks – the *Institution-Based View*, which examines a firm's environmental context, and the *Resource-Based View*, which studies the firm's capabilities. Using these frameworks, we will understand factors that help determine the international success and failure of firms. Additionally, we will examine strategies required in emerging and transition economies, and the different ways in which international firms adapt to local practices across the world. Throughout the course, we will use examples and current events that apply the concepts we learn to happenings in the real world.

We will use a number of learning methods during this course – readings and online media, lectures, discussions, team presentations, report writing, and quizzes.

## RECOMMENDED RELEVANT SPECIALIZED LITERATURE

Global 3 [Softcover] by Michael W. Peng, 2015,  
Southwestern Cengage.  
ISBN-13: 978-1305627215  
ISBN-10: 1305627210



## EVALUATION CRITERIA

### GRADING

Your final grade will be determined as follows:

- Final Exam: 30%
- Team Project (presentation + PowerPoints): 30%
- Individual Current Event Assignment: 10%
- Team Project Membership: 10%
- Class Participation: 20%

### Final Exam (Individual grading)

The quizzes will contain multiple choice, match-the-following, and / or fill-in-the-blank questions covering lectures, discussions, readings, and media covered throughout the course.

### Team Project (Group grading)

For your team project, you will work in groups. Pick a country and a multinational (or smaller international) company and analyze them based on the institution-based and resource-based views. Outputs for this project are a presentation and a set of PowerPoint slides. More details about the project document will be provided closer to the beginning of the course.

### Current Event Assignment (Individual grading)

Each student will pick one article relating to international management from a reputable business publication and turn it in with an at least 1-page (double-spaced, Times New Roman 12-point font) write up that includes (a) a summary of the article, (b) an explanation of how the article relates to the text or material in class that we are learning, and (c) a short opinion on the actions covered in the article.

### Team Project Membership (Individual grading)

At the end of the course, you will evaluate each of your group members and provide feedback upon their performance throughout the semester. I will assign a grade (10% of your total grade) to this peer evaluation. 3

### **Class Participation:**

Each student is expected to attend and participate actively and respectfully in each class session.

### **Grading System**

Grading for this class will follow a plus / minus grading system, as below:

<b>Grade</b>	<b>Grade Score</b>
A	93% to 100%
A-	90% to 92.9%
B+	87% to 89.9%
B	83% to 86.9%
B-	80% to 82.9%
C+	75% to 79.9%
C-	70% to 74.9%
D	60% to 69.9%
E	0 to 59.9%

### **OTHER IMPORTANT ISSUES**

1. Please arrive on time, stay for the entire class, and be attentive during the class session. Please also be respectful of other course participants.
2. Please note that I will grade your work not only on content, but also for composition and grammar.
3. Students are responsible for being attentive to and observant of the Hochschule Bremen's policies about academic honesty.
  - a. Please do not plagiarize. Material that you are graded for should be original. You can draw on other material, but please (a) cite such material and (b) ensure that most of your contribution does *not* consist of copying and pasting such material. Penalty for plagiarism may range from zero points on that particular assignment or exam to the most severe administrative action provided for by the Hochschule. Plagiarism is the use of another person's words or ideas without crediting that person. Plagiarism and cheating will not be tolerated and may lead to failure on an assignment, in the class, and dismissal from the University.
4. Your success in this course will heavily depend on your ability to communicate, engage and participate in all course activities. Successful completion of this course requires that a student keep up with all assignments, coursework and discussions. Timely participation in online discussions is a very important part of this course and participation in these discussions, and other activities as assigned, is not optional. You are expected to prepare and post to discussions in a timely manner consistent with the requirements contained within the course syllabus.
5. I reserve the right to make changes in the course syllabus, timetable, and format.

## Tentative Course Schedule

<b>Dates</b>	<b>Module/Topic</b>	<b>Team Project Dates</b>	<b>Class Activities</b>
Tuesday July 11	Implications of Globalization	<b>Team Memberships will already have been assigned</b>	Class introductions Lecture Class Discussion
Thursday July 13	Formal Institutions: Policies, Law & Economics	<b>Submit Team Name, Country and Company</b>	Lecture Class Discussion Team Meetings
Monday July 17	Informal Institutions	<b>Submit Team Action Plan</b>	Lecture Class Discussion
Tuesday July 18	Resource Based View	<b>Continue working on Team Project</b>	Lecture Class Discussion
Wednesday July 19	Global & Regional Integration Entering Foreign Markets	<b>Submit Group's Tangible and Intangible Resources for Company</b>	Lecture Class Discussion
Thursday July 20	Work on Project	<b>In-Class Project Work</b>	Group Meetings with Professor
Monday July 24	Strategizing, Structuring, & Learning Marketing & Supply Chain Management	<b>Continue working on Team Project</b>	Lecture Class Discussion
Wednesday July 26	Global HR	<b>Continue working on Team Project</b>	Lecture Class Discussion
Thursday July 27	End-of-Course Quiz	<b>Work on Team Project after Quiz</b>	
Monday July 31	Team Presentations	<b>Turn in Team PowerPoints</b>	

## Team Action Plan

Team Name: \_\_\_\_\_

Country: \_\_\_\_\_

Company: \_\_\_\_\_

<b>Things to do</b>	<b>Due date</b>	<b>Person in charge</b>