



Boston University Study Abroad London

Boston University Study Abroad London International Management Environment SMG IM 345 (*Core course*) Spring 2016

Instructor Information

A. Name	Professor Roy McLarty
B. Day and Time	Wednesdays and Thursdays, 1.15pm-5.15pm Commencing Thursday 14 th January 2016 – Thursday 11 th February.
C. Location	Bell Room, The Crofton, 14 Queens Gate, SW7 5JE
D. BU Telephone	020 7244 6255
E. Email	mclarty01@gmail.com or roy123c@acs.bu.edu
F. Office hours	By appointment

Course Objectives

This course has been designed to appeal to students who wish to gain an international perspective on the environment faced by business organisations. In today's business environment, with the pressures of an evolving global economy, managers must take into account many ways in which differences are apparent when compared with the domestic scene. It is essential to look beyond the traditional domestic concepts in order to compete effectively in the global environment. Managers must adapt their approaches to take account of the strong international competition, which is increasingly apparent and which is critical to successful business performance. They also need to be informed as to how firm strategies may be developed. Whatever your major maybe, it is a must for business students to learn the international dimensions of business activities in order to be successful in today's business world. That is why this course is one of the core requirements for business students. There are ten sessions.

On completion of this course participants should be able to:

- Appreciate the dimensions of international business activities
- Discuss the significance of the international environment
- Exhibit familiarity with a range of writers and theorists
- Explain how external and internal cultures influence activities
- Apply skills relevant to managers of multinational corporations and SMEs
- Maintain an awareness of global dimensions such as standardisation and differentiation and how organisations develop their policies

Assessment

The delivery of Course Objectives is a continuous process throughout the course and this depends upon attendance at lectures and seminars. Furthermore the willing participation of students in pre-class reading, class discussions, visits etc. is an essential requirement. Overall assessment will be the outcome of four distinct assessment components, each carrying weights as follows:

1. **Quiz.** This will form the initial assessment and take place midway through the course. It will comprise a set of 20 questions some of which will be multi-choice. The quiz forms 10% of the course grade.

2. **Group Projects and Presentations.** Students will work in groups of 4/5 on a topic to be set by the instructor and which will have a strong international flavour. Projects are likely to have the following requirements:
 - a. Analysis of a country's environment
 - b. Critique of the dynamics faced by international organisations
 - c. Suggestions as to an appropriate strategy to be implemented
 - d. Recommendations for strategy implementation
 The group project forms 20% of class assessment and will include peer assessment.

- 3 **Term Paper.** Students are required to work in pairs and then submit a report of 4000 words based on the **Case Study Premier Packaging Systems** to be distributed separately.
Deadline: Thursday 11 February 2016

This term paper forms 30% of the final assessment

4. **Final Exam.** This will count for 40% of your final grade. Questions will be made available on the day of the exam. Exam date: Monday 12 October 2015

Grading

Please refer to the Academic Handbook for detailed grading criteria and policies on plagiarism: <http://www.bu.edu/london/current-semester>

** Final Grades are subject to deductions by the Academic Affairs Office due to unauthorised absences.*

The final grade will be based on a total of 100 points and weighted according to the scheme summarised in the following table.

Quiz	1	Individual	10%
Project	1	Group	20%
Term paper	1	Individual	30%
Final exam	1	Individual	40%
Total			100%

Attendance

Classes

All Boston University London Programme students are expected to attend each and every class session, seminar, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme. This may result in the student having to take a medical leave of absence from the programme or withdraw from the programme.

Authorised Absence:

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness for more than one day. In this situation students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible). **Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorised absence**

Students may apply for an authorised absence only under the following circumstances:

- Illness (first day of sickness): If a student is too ill to attend class, the student must phone the BU London Student Affairs Office (who will in turn contact the student's lecturer).
- Illness (multiple days): If a student is missing more than one class day due to illness, the student must call into to the BU London Student Affairs Office each day the student is ill. Students must also provide the Student Affairs office with a completed Authorised Absence Approval Form and sick note from a local doctor excusing their absence from class.
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Lateness

Students arriving more than 15 minutes after the posted class start time will be marked as late. Any student with irregular class attendance (more than two late arrivals to class) will be required to meet with the Assistant Director of Academic Affairs and if the lateness continues, may have his/her final grade penalised.

Course Chronology

ONE: Thursday 14 January 2016

Lecture: Introduction, Overview and Globalisation: Hill, Chapter 1

Discussion topic: Your US company wants to open one or two facilities in Europe to take advantage of the European Single Market. Discuss the types of investigation required and some of the risks involved in the home furnishings sector.

Case Study: Who Makes the Apple iPhone?

Video: Impact of Globalisation 1

TWO: Wednesday 20 January 2016

Visiting Speaker, Paul Weeks: The Cultural Environment Hill Chapters 4&5

Video: Ease of Doing Business in India: YouTube followed by discussion

Consider: A Little Light Reading

Lecture: Corporate Ethics

THREE: Thursday 21 January 2016

Lecture: Scanning the International Environment: Brooks *et al* Chapter 2

Discussion Topic "Identify and discuss three situations where significant changes have taken place in the international business environment and which have affected firms." Pay attention to the causes and suggest how the firms accommodated the impact

Tutorial: In the International Spotlight: India

Video: Impact of Globalisation 2/3

FOUR: Wednesday 27 January 2016

Lecture: The Political and Economic Environments Hill Chapters 2, 3 & 7

Tutorials: IKEA's Russian Roulette

Video: Inside China the Future

FIVE: Thursday 28 January

Visit to Lloyds of London: Groups 10.30am & 12.00noon

SIX: Wednesday 3 February 2016

Lecture: Financial and Legal Foundations, Hill Chapter 2, 10,11 & 20

Tutorials: Transparency International; World Investment Report

Video : The Coffee Trail

Assessment Quiz (essential assessment)

Distribution of Exam information

Seven: Thursday 4 February 2016

Lecture: Foreign Direct Investment, Hill Chapter 8

Technology Environment

Exercise: The World Investment Report

Tutorials: Wal-Mart in Japan

Video: Networks of Power

**** Please note: Students will have their first Internship Seminar meeting on Wednesday 10th February. Check Internship Tutorial Timetable for time and location.**

****Contingency Class Date: Friday 5th February.** Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.

EIGHT: Wednesday 10 February 2016

Lecture: Human Resource Management

Tutorial case "Office Equipment Company in Columbia."

Video: The Starbucks Experience

Thursday 11 February 2016, *Note: Classes morning and afternoon*

NINE: 9.00am Prince Consort Room, 43 Harrington Gardens, SW7 4JU

Visiting Speaker: Paul Weeks

Lecture: Marketing: Hill Chapter 18

TEN: 1.15pm – Bell Room, Crofton

Marketing continued

Lecture: Strategic Perspectives

Video: Tesco Takes on America

Scenario: General Motors in China

EXAM: Monday 15 February 2016 - Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.

****All Internship Programme students must attend a mandatory drop-in session (to sign Internship Agreement and for any questions about placement, social programme, travel and academics) on Monday 15th February in the Boston Room, 43 Harrington Gardens, SW7 4JU. Food will be served!**

Readings

Text for Course:

International Business, Charles Hill, (2014) McGraw-Hill 9th Edition.

Additional Reading:

International Management, (2013) Helen Deresky 8th Edition, Prentice Hall

International Business, (2012) Wild & Wild, Global Edition, Pearson

International Business, (2012) Daniels, Radebaugh and Sullivan 14th Ed. Pearson Prentice Hall

European Business, (2012) Johnson & Turner, Routedledge

International Business Environment Brooks, et al (2010) Prentice Hall

Additional reading may be found on Blackboard: <http://learn.bu.edu>

Lecture slides will be made available before each class.

Students are encouraged to read The Financial Times and The Economist magazine both available in the library.