I. COURSE TITLE: GLOBAL MANAGEMENT AND MULTINATIONAL STRATEGY
CODE NUMBER: INBU 7130
CREDITS: 3 (Three)

II. DESCRIPTION
Formulation of strategies and policies for multinational business. Critical analysis of the different management strategies under a global operation context considering the political, economic and cultural environment. Simulation of Intercultural negotiations. Includes the development of an international strategy for local business.

III. OBJECTIVES: GENERAL AND SPECIFIC
1. Compare between different strategies and policies for multinational business
   1.1 Differentiate between different competing theories of multinational business strategy.
   1.2 Differentiate between different practices of multinational business.
   1.3 Compare between the selected theories of multinational strategies and multinational companies practices.

2. Evaluate of political, economical and cultural influences on global operations of multinational companies
   2.1 Analyze the external factors that influence multinational companies operations.
   2.2 Compare between the different multinational companies practices on different environments.

3. Apply international strategies to local business
   3.1 Compare between local and global practices of multinational companies.
   3.2 Criticize the standardization process of some multinational companies.
   3.3 Develop some multinationals strategies to a business in Puerto Rico.

4. Evaluation of possible research topic in global strategy
   3.1 Consider possible research topic(s) that need further investigation.
   3.2 Justify the need to investigate the selected research topic.
3.3 Formulate a research question with respect to the selected research topic.

IV. CONTENT

1. INTRODUCTION
   1.1 Historical review of multinational business
   1.2 The importance of studying multinational business
   1.3 Characteristics of multinational business

2. STRATEGIES AND POLICIES OF MULTINATIONALS
   2.1 The main strategies applicable to multinational business.
   2.2 The main styles of multinationals operations.
   2.3 The gap between the theories applicable to multinationals and the multinational practices.

3. POLITICAL, ECONOMICAL AND CULTURAL INFLUENCES ON MULTINATIONALS OPERATIONS
   3.1 The political issues affecting multinationals
   3.2 The main economical factors affecting multinational operations.
   3.3 The importance of considering cultural diversity for multinationals.

4. DEVELOPMENT OF INTERNATIONAL STRATEGY FOR LOCAL BUSINESS
   4.1 Comparison between international strategies and local strategies for multinationals.
   4.2 Lessons from adopting international strategies for local business

5. FINAL REMARKS
   5.1 Constructing research question(s) with respect to students interests.
   5.2 Considering the available data for identified research question(s)
   5.3 Considering the limitations to conduct a research applicable to the selected question(s)

V. ACTIVITIES

1. Students should read the material before the discussion in class.
2. Groups of 2 or 3 students will be formulated to present and discuss some topics in class.
3. Students are required to search for some topics, literature, and financial practices in the internet to select their research questions that are part of the evaluation.

4. Presentations of the selected topics in class individually or in a small groups depending on the themes.

VI. EVALUATIONS

1) A free-choice topic (selected by the student and subject to the professor approval, 40%).

   These topics should be analyzed in a critical manner with appropriate references. Also, should satisfy the course objectives. The minimum acceptable work is 3,000 words and the maximum not to exceed 5,000 words.

2) Presentation (20%)

3) Participation in class (10%).

4) Comprehensive final exam (30%)

VII. RESOURCES

The following web pages are necessary to collect information about international business:


2) World bank

3) Security Exchange Commission (SEC)

4) Outsourcing Institute

5) Web pages of multinational companies such as IBM, EDS, Microsoft.

VIII. BIBLIOGRAPHY

A. REQUIRED REFERENCES

BOOKS


**ACADEMIC ARTICLES**


Danis, W., (2003), Differences in values, practices, and systems among Hungarian managers and Western expatriates: A organizational framework and typology, Journal of World Business, 38 (3), 224-244.


Early & Mosakowski, (2004), Cultural Intelligence, *Harvard Business Review*, October, 139-146


Paik, (2005), Risk management of strategic alliances and acquisitions between western MNCs and companies in central Europe, Thunderbird International Business Review, July/August, 489-511.


White & Lui, (2005), Distinguishing costs of cooperation and control in alliances, Strategic Management Journal, October, 913-932.

Zook & Allen, (2003), Growth Outside the Core, Harvard Business Review, December, 66-73

B. Supplementary References


