



**Course Title: International Management**  
**Course #: BUS328**

**Credit Hours: 3**  
**Semester: Spring 2022**  
**Cap: 20**

**Faculty:** Christine Reidhead

**E-mail:** creidhead@navajotech.edu

**Office:** Online

**Office Hours:** Online

**Preferred Communication** Email; will respond within 24 hours

**Modality:** Online

**Required Materials:** Cullen, J. B., & Parboteeah, K. P. (2017) *Multinational Management: A Strategic Approach*, 7th Edition. Cengage Learning.

Reidhead, C. (2019) *Get That Job! Ace Your Job Interview – Every Time!*

**Laptop and Internet Access:** Every student is required to own a laptop and have internet access.

**Mission, Vision, and Philosophy**

**Mission:** Navajo Technical University honors Diné culture and language, while educating for the future.

**Vision:** Navajo Technical University provides an excellent educational experience in a supportive, culturally diverse environment, enabling all community members to grow intellectually, culturally, and economically.

**Philosophy:** Through the teachings of Nitsáhákees (thinking), Nahátá (planning), Íina (implementing), and Siihasin (reflection), students acquire quality education in diverse fields, while preserving cultural values and gaining economic opportunities.

**Course Description**

This course introduces Business Administration students to the principles and practices of managing international businesses for it is an interdisciplinary course depicting a broad view of the increasing level, scope, and complexity managers facing in this new millennium of international businesses while captivating the general management perspective throughout the semester. It also lays the foundation for the study of International management. Business is becoming increasingly global. The barriers to trade continue to fall, and the level of trade among countries continues to rise. The result is that a firm's competitors may no longer be in the next state or province but in a country that it hardly knew existed a few years ago and people need to be abreast with it.

**Course Objectives**

After successful completion of the course, students would be able to improve student analytical and decision-making skills necessary for strategy formulation, implementation and control of international operations. Students would also be able to understand the current environmental forces impacting international business and analyze the key issues faced by a global firm in managing them proactively around global interdependence.

<b>Course Outcomes</b>	<b>Course Assessments</b>
Understand environmental forces that have big impact on international businesses.	
Be able to formulate and implement effective global operation strategies to sustained global competitiveness.	
Understand the key implementation issues faced by a firm in developing global organization structure and control system for effective global human resources management.	
Know how to analyze current issues faced by global firms, managing them proactively around global interdependence.	

**Connections to Program Assessment (Course-Embedded Measures)**

**Course Activities**

<b>Day</b>	<b>Date</b>	<b>Class Topics/Reading Due</b>	<b>Assignments Due</b>	<b>Due Dates</b>
1		Orientation, Syllabus		
2		Chapter 1	Chapter 1 Article Case Study Presentation	
3		Chapter 2	Chapter 2 Article Case Study Presentation	
4		Chapter 3	Chapter 3 Article Case Study Presentation	
5		Chapter 4	Chapter 4 Article Case Study Presentation	
6		Chapter 5	Chapter 5 Article Case Study Presentation	
7		Chapter 6	Chapter 6	

			Article Case Study Presentation	
8		Chapter 7	Chapter 7 Article Case Study Presentation	
9		Chapter 8	Chapter 8 Article Case Study Presentation	
10		Chapter 9	Chapter 9 Article Case Study Presentation	
11		Chapter 10	Chapter 10 Article Case Study Presentation	
12		Chapter 11	Chapter 11 Article Case Study Presentation	
13		Chapter 12	Chapter 12 Article Case Study Presentation	
14		<b>Project: Interviews</b>	<b>Interviews</b>	
15		Project	Project	<b>Final</b>
		<b>Grades due to the Registrar</b>		
		<b>Graduation</b>		

### Grading Plan

Homework:

Class Participation:

Project(s):

Quizzes:

Mid-term:

Final Exam:

Portfolio:

A = 100-90%

B = 89-80%

C = 79-70%

D = 69-60%

F = 59% or less

### Grading Policy

Students must do their own work. Cheating and plagiarism are strictly forbidden. Cheating includes (but is not limited to) plagiarism, submission of work that is not one's own, submission or use of falsified data,

unauthorized access to exams or assignments, use of unauthorized material during an exam, or supplying or communicating unauthorized information for assignments or exams.

### **Participation**

Students are expected to attend and participate in all class activities. Points will be given to students who actively participate in class activities including guest speakers, field trips, laboratories, and all other classroom events.

### **Cell phone and headphone use**

Please turn cell phones off **before** coming to class. Cell phone courtesy is essential to quality classroom learning. Headphones must be removed before coming to class.

### **Attendance Policy**

Students are expected to attend all class sessions. A percentage of the student's grade will be based on class attendance and participation. Absence from class, regardless of the reason, does not relieve the student of responsibility to complete all course work by required deadlines. Furthermore, it is the student's responsibility to obtain notes, handouts, and any other information covered when absent from class and to arrange to make up any in-class assignments or tests if permitted by the instructor. Incomplete or missing assignments will necessarily affect the student's grades. Instructors will report excessive and/or unexplained absences to the Counseling Department for investigation and potential intervention. **Instructors may drop students from the class after three (3) absences unless prior arrangements are made with the instructor to make up work and the instructor deems any excuse acceptable.**

### **Study Time Outside of Class for Face-to-Face Courses**

**For every credit hour in class, a student is expected to spend two hours outside of class studying course materials.**

### **Study Time for Hybrid or Blended Courses**

**For a hybrid or blended course of one credit hour, a student is expected to spend three hours per week studying course materials.**

### **Study Time for Online Courses**

**For an online course of one credit hour, a student is expected to spend four hours per week studying course materials.**

### **Academic Integrity**

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student's submitted work must be the student's own. Students who engage in academic dishonesty diminish their education and bring discredit to the University community. Avoid situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor. **The use of another person's ideas or work claimed as your own without acknowledging the original source is known as plagiarism and is prohibited.**

### **Diné Philosophy of Education**

The Diné Philosophy of Education (DPE) is incorporated into every class for students to become aware of and to understand the significance of the four Diné philosophical elements, including its affiliation with the four directions, four sacred mountains, the four set of thought processes and so forth: Nitsáhákees,

Nahát'á, Íina and Siih Hasin which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

At NTU's Zuni Campus, the A:shiwi Philosophy of Education offers essential elements for helping students develop Indigenous and Western understandings. Yam de bena: dap haydoshna: akkyá hon detsemak a:wannikwa da: hon de:tsemak a:ts'umme. *Our language and ceremonies allow our people to maintain strength and knowledge.* A:shiwi core values of hon i:yyułashik'yanna:wa (respect), hon delank'oha:willa:wa (kindness and empathy), hon i:yyayumola:wa (honesty and trustworthiness), and hon kohoł lewuna:wediyahnan, wan hon kela i:tsemanna (think critically) are central to attaining strength and knowledge. They help learners develop positive self-identity, respect, kindness, and critical thinking skills to achieve life goals successfully.

### **Students with Disabilities**

Navajo Technical University is committed to serving all students in a non-discriminatory and accommodating manner. Any student who feels that she or he may need special accommodations should contact the Accommodations Office (<http://www.navajotech.edu/student-services#accomodations-services>) in accordance with the university's Disability Accommodations Policy (see [http://www.navajotech.edu/images/about/policiesDocs/Disability\\_Exhibit-A\\_6-26-2018.pdf](http://www.navajotech.edu/images/about/policiesDocs/Disability_Exhibit-A_6-26-2018.pdf)).

### **Email Address**

Students are required to use NTU's email address for all communications with faculty and staff.

### **Final Exam Date:**

### **Homework Policy**

Homework turned in one day late will drop 10% of the grade.

Homework turned in two days late will drop 20% of the grade.

Homework turned in three days late will drop 30% of the grade.

Homework will not be accepted after the third day late.