

**GLOBAL BUSINESS STRATEGY**  
**BUSINESS MANAGEMENT 311- fall 2013**  
**(MW: 2:30-3:45) 108 Daly**  
**Office Hours (F 9-11:15) Goldstein 104**

**Dr. Drischler**

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**Course Description & Objectives**

This course introduces students to the business practices used by firms to compete successfully in global markets. Its fundamental unit of analysis is the multinational firm.

While the course includes an overview of the global business environment, it concentrates on global business operations: organizational structures, entry modes, global supply chain management, finance, and marketing.

Important questions to be addressed in this class include:

How do the foreign exchange and capital markets affect multinational firms and their ability to compete in global markets?

How do firms select the corporate strategies, organizational structures, and operating tactics necessary to compete in global markets?

How do firms maximize revenues and minimize costs in their global supply chain operations?

How do firms decide which markets to enter and which entry modes to employ?

From this class students should derive a better understanding of:

- 1) The principal organizational and strategic challenges facing multinational firms.
- 2) The skills and knowledge necessary to manage global businesses successfully.
- 3) The importance in global business of ethical principles and socially responsible management practices.
- 4) The basic underpinnings of corporate operations in the most important functional areas of global business.

The following book is assigned for purchase:

Charles W.L. Hill, Global Business Today, (McGraw Hill, 2011) 8e.

It is also highly recommended that students stay current on global business topics by reading regularly at least one of the following periodicals: Wall Street Journal, Financial Times, the Economist.

### **Simulation & Strategic Analysis Project**

During the course of the semester, student teams will participate in an on-going simulation exercise designed to mirror roles played by global managers.

The Business Strategy Game will have 2 practice sessions and 8 decision points requiring student action over the course of the semester. In this exercise students connect theory and practice by applying tools and concepts learned in class. Each team will also act as a board of directors to directly question one other team's oral presentation.

Students will receive a collective or team grade for their participation in this simulation and on their project presentations.

### **Course Requirements**

Grades for this course will be based on:

- -40% Simulation participation and presentation.
- -40% Unit examinations.
- -20% Quizzes, and active classroom participation.

### **Attendance Policy**

Full class participation and attendance will be required for students to succeed in this class. Preparation for, attendance, and participation in class is expected. Students are also expected to take all exams as scheduled and to submit written assignments when they are due. Papers submitted after the due date will be penalized one half-letter grade per-day until received. Make-up examinations will be given only in the case of excused absences and in extraordinary circumstances. It is your responsibility to contact me with requests for excused absences. Each unexcused absence will result in a ½ letter reduction in the student's classroom participation grade.

### **Learning Differences**

Students who are in need of special accommodations because of a documented learning disability or physical disability should see the Director of the Office of Academic Skills. Once approved an accommodation plan will be developed. It is the student's responsibility to share the accommodation plan with me prior to the due date for assignments.

### **Honor Code**

All work submitted is required to have the following pledge attached to it, with your signature (s):

"I pledge my word of honor that I have abided by the Washington College Honor Code while completing this assignment."

## **READING ASSIGNMENTS**

### **1. Environment**

- Aug. 26 Introduction. Course Requirements
- Aug. 28 Globalization, Hill Ch 1
- Sep. 02 Global Players, Cohen, Ch 2 (Reserve)
- Sep. 04 Regionalism, Hill Ch 9
- Sep. 09 National Differences, Hill Chs. 2 & 4
- Sep. 11 International Trade, Hill Chs. 6 & 7
- Sep 16 BSG Working Session, BSG Players Guide
- Sep. 18 Global Ethics, Hill Ch 5
- Sep. 23 International Monetary System, Hill Ch 11 **Quiz 1**
- Sep. 25 Emerging Markets  
“The New Brazil” In Financial Times, June 29, 2010 (Reserve)
- Sept 30 Review Session
- Oct 02 **Unit Exam 1**
- Oct. 07 Guest Speaker

### **2. Operations**

- Oct. 09 Organization of Global Business, Hill Ch 13 (Reserve)
- Oct. 14 Foreign Exchange & Capital Markets, Hill Ch 10
- Oct. 16 Global Strategy, Hill Ch 12

- Oct. 21 Country Evaluation & Entry Modes, Hill Ch 13
- Oct. 23 Exporting & Importing Strategies, Hill Ch 14
- Oct. 28 Global Marketing & R&D, Hill Ch 16
- Oct. 30 Global Investment, Hill Ch 8
- Nov. 04 Manufacturing and Supply Chain Management, Hill Ch 15, **Quiz 2**
- Nov. 06 Advising Day
- Nov. 11 Multinational Accounting & Finance, Hill Chs 19 & 20 (Reserve)
- Nov. 13 Review Session
- Nov. 18 **Unit Exam 2**

### **3. Applications**

- Nov. 20 Guest Speaker
- Nov. 25 BSG Workshop
- Nov. 27 Thanksgiving
- Dec. 02 Presentations
- Dec. 04 Presentations