Division of Social Sciences  
University of Minnesota, Morris  

Transnational Enterprise  
(Mgmt 3601)  

Spring 2020  

T TH: 9:50 AM – 11:30 AM  
Class: 113 Imholte Hall  

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E-mail: binac@morris.umn.edu  

Office Hours: Tuesday: 4:20 PM – 5:00 PM  
&  
Thursday: 11:45 AM – 12:45 PM and/or by appointment  

TEXTBOOKS (and supplemental Material):  


COURSE DESCRIPTION:  

This capstone course provides the basic knowledge about the development and transformation of business enterprise within the global economy, including an illustration
from the most controversial sector of the global economy, namely oil. This includes the basic impact of structural, institutional, and organizational change upon the dynamics of the firm and industry in the contemporary hyper-competitive, technology-driven, fast-paced, global environment (prerequisite: Mgmt 2102, Eco.1111, Econ. 1112 or permission by instructor).

COURSE OBJECTIVE & OUTCOME:

- “Corporate Revolution,” and concentration and centralization of capital.
- The role of technological and institutional change.
- Mega Corporation and overcoming of barriers.
- The war of competition and constant search for “new frontier.”
- The nature of the transnationalization process.
- The nature of management strategy in today’s hyper-competition.
- Decision-making in the fast-paced and uncertain era of globalization.
- The meaning and epochal significance of globalization.

These focal points underpin the aim of leaning and thus the outcome for this course, which functions as a pivotal part of management program and, at the same time, is a part of broader liberal arts orientation in UMM campus.

COURSE REQUIREMENT:

While the main text would establish the basic groundwork for this course, a bulk of lecture materials and thus extended class discussions, including the supplementary and case materials, are essential parts of the study. As a result, class participation and class discussions carry considerable weight in the final grading of the course. In addition to a midterm and a final exam, there will be a written project and its presentation by the participants. Selection of relevant topics, pertaining to industry or a particular transnational enterprise, shall be made soon after the first two sessions. All topics should be uniquely selected for this class (and with permission of instructor); no paper (or power-point presentation) prepared for another class (and for other purpose) is allowed to be utilized as a partial fulfilment for this class. Violation of this protocol has ethical consequences and may affect student final grade. The format, magnitude, and the nature of presentations, shall be determined during the first week of the class. In addition, there will be a group presentation of some selected chapters from the text and/or the case-study book by students. The expectation of participation, search for updated materials, and adequate critical discussions are essential in this course. It goes without saying that also all University procedures and the by-laws are relevant to conduct of the student in and out of classroom in this course. Positively, no texting or recording in class.

CLASS CONDUCT:

Student must observe the flowing points:
• Mobile phones have been switched off during class.
• Laptops should not be in use, except for taking notes (if needed) and during weekly oral reports.
• No e-mail correspondence with instructors after 8:00 PM and/or before 8:00 AM for any possible matter with instructor.
• No e-mails or telephone calls either before or after student received his/her final grade from the Registrar’s Office. Students should wait until the beginning of the following semester to contact the instructor if they wish to learn about one’s final grade, etc.
• Absolutely no texting or any other electronic communication while class is in session. Violations are subject to university regulations.
• Any assistance whatsoever received from others on any class assignment (in and out of the classroom) is outright plagiarism; and will be dealt with according to university policies.
• No need for the so-called Chancellor’s excuse, since such excuses are exclusive academic right of the instructor who teaches this class. The instructor, though sympathetic to all students’ needs and to inadvertent occurrences that may arise in such personal circumstances; honoring such requests is thus a matter of course.

GRADE DISTRIBUTION:

<table>
<thead>
<tr>
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<th>Percentage</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>35%</td>
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<tr>
<td>Final Exam</td>
<td>35%</td>
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<tr>
<td>Course Project</td>
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The Grade Scale:

A: 93 – 100    A-: 90 – 92    B+: 87 – 89
B: 83 – 86    B-: 80 – 82    C+: 76 – 79
C: 72 – 75    C: 68 – 71    D+: 64 – 67
D: 60 – 63    F: 59 and below.
TENTATIVE COURSE OUTLINE

Week 1:

I. Plan of the course, the framework and initial lecture presentation, an overall discussion about the significance of materials, the format and nature of exams and importance of the oral projects shall be in order.

II. Development of the Business Enterprises at the beginning of the 20th Century, The Mergers Movement, the Significance of “Corporate Revolution: Separation of Control and Ownership” the Nature of Technological and Organizational Change that is known as “Fordism.” [Lectures and Discussions]

The topics for projects shall be determined.

Weeks 2 & 3:

I. the Nature of Concentration and Centralization in the Business Firms; The prerequisites of “Fordism;” the Characteristics of “Fordism: (1) Mass Production, (2) Mass Consumption, and (3) Mass Purchasing Power;” the Assembly Line; Wage, Disposable Income and Labor Market [Lectures and Discussions].

II. Historical Development of Business Enterprise; Transformation of Business Enterprise; Dialectical Method of Analysis: (1) the Relation of Quantity to Quality Change, and (2) the Relation of Potential to Actual [Lectures and Discussions].

III. The Nature of Competition; Internal Development of Business Firms toward Potential Overcoming of all Boarders and Barriers (e.g., boarder of industries, etc.); Firm’s Internal Development: From Potential to Actual; the Transnationalization Process: Overcoming the Geographical Boarder [Lectures and Discussions].

Week 4:


Weeks 5 & 6:

Development of Hyper-competition and Hyper-Competitive Strategy; the Age of Globalization [Bina, “Globalization,” Lectures and Discussions].

II. Technology and Technological Change in the Modern Age; Skills and Skill Formation in the Modern Age; the Concept of Skill in the Pre-Capitalist Crafts vs. Skill in Capitalism; Dialectical relationship of Technological Change and Skilling and Deskilling of Labor; the Necessary and Sufficient for Recognition of Skills (intrinsic and extrinsic conditions); Transnational R&D Departments and Global Technological Change [Lectures and Discussions].

III. How to Prepare the Research Projects for Presentation (mini lecture). Further discussion of the topics

Week 7:

• Review of Materials for the Midterm Exam:

**MIDTERM EXAM**

TBA

Week 8:


Week 9:


Week 10:


Week 11:


*Global Shift,*
Week 12:


Week 13:

Delivery of all Projects and Oral Presentations

Week 14:

• Delivery of Written Projects and Oral Presentations
• Review of Materials for Final Exam

Week 15:

FINAL EXAM

Thursday, May 14, 2020: 11:00 AM – 1:00 PM