Globalization & Business Strategy
(Mgmt 4501)

SPRING 2010
T TH: 10:00 AM – 11:40 AM
CLASS: 114 Imholte Hall

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Office Hours: T TH: 1:00 PM – 2:00 PM and/or by appointment

TEXTBOOKS

Required Texts:


Reserved Materials:

Joseph A. Schumpeter, Capitalism, Socialism and Democracy, New York: Harper & Row, 1942, Chapter 7 [on reserve at Briggs Library].


COURSE DESCRIPTION:

Catalog Description: Review of the impact of increasing globalization of the corporate and economic environment, and application of strategic methods to new business condition.
This course provides a somewhat advanced coverage of the development and transformation of business enterprise within the global economy, by focusing on the business strategy and dynamics of institutional and organizational change resulted from today’s globalization process. This includes the effect of structural, institutional, and organizational change upon the strategy of the business enterprises for survival and success in the contemporary hyper-competitive, technology-driven, fast-paced, uncertain, globalized environment. Transnational Enterprise is a desirable background but not indispensable (prereq. Mgmt 2102, Eco. 1111, Econ. 1112).

COURSE OBJECTIVES:

1. Dynamics of Transnational Corporations.
3. Competition and Hyper-Competition.
4. The meaning of management strategy in a globalized world.
5. Technological innovation as a strategy.
6. Understanding the organizational transformation as an interface of internal and external change.
7. Leadership and Mobilization.
8. Institutional and Organizational Innovation.
9. Globalization as a strategy.

COURSE REQUIREMENTS:

While the text would establish the basic groundwork for this course, supplemental lecture materials and thus extended class discussions are essential parts of study. As a result, class participation and class discussions carry considerable weight in the formation of final grade. In addition to a midterm and a final exam, there will be a written project (informally) along with its formal class presentation on an agreed-upon topic relevant to this advance seminar. The selection of topics will commence soon following the first meeting. The format, magnitude, and the nature of the project, including whether it’s individual or collective, shall be fully discussed during the first week of the class. Finally, there will be assigned chapters and chapter presentations and follow-up class discussions.

GRADE DISTRIBUTION:

Chapter Presentation: ...............................................20%
Final Exam: ............................................................ 40%
Research Project: ....................................................... 30%
Class Participation: .................................................... 10%

The grading scale shall follow these intervals:

A: 94 – 100   A-: 90 – 93   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:  60—and below.

TENTATIVE COURSE OUTLINE
(When Appropriate Chapters from Creative Destruction Shall be substituted for the Materials from The Dynamic Firm)


Week Six: “Group versus Group: How Alliance Networks Compete,” Benjamin Gomes-Casseres, World View, Ch 8; “Making the Most of Foreign Factories,” Kasra Ferdows, World View, Ch. 9; “Building Effective R&D Capabilities Abroad,” Walter Kuemmerle, World View, Ch. 10. Following up on the Research Projects.

Week Seven: “Thriving Locally in the Global Economy,” Rosabeth Moss Kanter, World View, Ch. 13; Formal Presentation of the Projects.

Week Eight:

Study Questions

FINAL EXAM: Tuesday, May 11, 2010, 8:30 AM – 10:30 AM