Globalization & Business Strategy
(MGMT 4501)

Spring 2020

T, TH: 12:50 PM – 2:30 PM
Class: Imholte Hall 113

Dr. Cyrus Bina
Office: Camden 206
Mailbox: Camden 109
Phone: (320) 589-6193
Fax: (320) 589-6117
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

Required Texts:


Reserved Materials:


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. MGMT 3601 is a desirable background but not indispensable (prereq. Mgmt 2102, Eco.1111, Econ. 1112).

COURSE OBJECTIVES AND OUTCOME:

1. Dynamics of Transnational Corporations.
3. Competition and Hyper-Competition.
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.

These focal points underpin the aim of leaning and thus the outcome for this seminar, functioning as a pivotal part of management program and, at the same time, serving in a larger context within the liberal arts.

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 final exam and presentation of the assigned chapters (from Creative Destruction), in lieu of midterm exam, there will be a project (with informal documentation—not a paper) that is made into class presentation on an agreed-upon topic in this advance seminar. The selection of topics will commence soon after the first
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 class. Each Chapter presentation will be followed by class discussions, and student is also responsible for the content of all these presentations.

**GRADE DISTRIBUTION:**

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

The grade scale:

```
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:  59—and below.
```

**TENTATIVE COURSE OUTLINE**

**Week One:**


Discussing the Projects and Assigning the Topics.

Discussing Sun Tzu, *The Art of War*.

Assigning the Chapters from *Creative Destruction*.

**Week Two:**


Discussing Sun Tzu, *The Art of War*.

Review of Globalization

Week Three:

*World View*, Ch. 9: “Making the Most of Foreign Factories,” Kasra Ferdows.


Review of Creative Destruction and Destructive Creation, and the Universal Uncertainty.

Further Discussions on *The Art of War*.

Week Four:


Following up on Research Projects.

Chapter Assignment – *Creative Destruction*, Ch. 5: “Creative Destruction in European Internet Industries and Policies,” Hills and Michalis.


Week Five:


Chapter Assignment – *Creative Destruction*, Ch. 6: “Social Communications Innovation and Destruction in Japan,” Leslie Helm.

Chapter Assignment – *Creative Destruction*, Ch. 7: “Alliance Enterprise Strategies Destroying Firm Boundaries,” Peter Pekar, Jr.


Week Six:


**Week Seven:**

Presentation of the Projects

**Week Eight:**

Review of the Study Questions

**FINAL EXAM**

Thursday, March 12, 2020: 12:50 PM – 2:30 PM