

# ITB 300 – Fundamentals of Global Management

## Course Description

Examines major theories of management and their implications for multinational and/or trans-national corporations. Provides an insight into the nature and scope of international management. Focuses on strategic planning, negotiations, managerial styles, and human resources in international organizations in the context of globalization.

## Instructional Materials

Luthans, F., & Doh, J. P. (2012). *International management: Culture, strategy, and behavior* (8th ed.). Boston, MA: McGraw-Hill.

## Course Learning Outcomes

1. Describe the current trends in international business and highlight major regional trade characteristics.
2. Explain the role of multinational corporations (MNCs) in international business.
3. Analyze the major economic, social/cultural, technology, and political/legal aspects of the international business environment.
4. Analyze the ethical issues in conducting international business and develop guidelines for a company to operate in an ethical and socially responsible manner in global markets.
5. Analyze leadership styles and operating norms and their relationship to cultural differences, organizational cultures, and the motivation of employees in diverse work environments.
6. Develop human resources management strategies to support international business organizations, including planning, staffing, training, compensation, and labor relations.
7. Explain the major considerations for effective communication and decision making in an international environment.
8. Formulate competitive market entry strategies and organizational structures to operate in foreign markets.
9. Use technology and information resources to research issues in global management.
10. Write clearly and concisely about global management using proper writing mechanics.