

Syllabus [2025Year 1 Term]

Course Information

Course Title	International Management	Credits	3
Course Code	319960-1	Required/Elective (For Undergraduate Courses)	Mandatory Major
Department or Major	Department of International Business Administration	Language	English
Methods of Teaching		Lecture Room	월9,10,11/ 화9,10,11(국제 503)
Time Allotment	Lecture(3) Experiments(0) Trainging & Practice(0) Performance(0) Designing & Planning(0)	Cyber Lectures	
Course Type	offline		

Lecturer

Lecturer	Name	Kelleher, David S.	Rank	Professor	Final Academic Degree	박사
	Department & college	Department of International Business Administration		Office		
	Office Phone Number	031-8005-3375		e-mail	dskelleher@yahoo.com	
	Field of Interest					

Course Summary

Course Description	Course Overview: This course is designed for upper-level students (3rd & 4th year students) of international business administration. This course will help you integrate the knowledge you have learned in other courses about management, organizations, and strategy. We will build on that foundation to understand international management. International management is the process of applying management concepts and techniques in a multinational environment. We will learn how to adapt management practices to different economic, political, and cultural contexts. In this course, our goal is not to simply study the field of international management. Our goal is to actually prepare you to successfully manage an international business (or other international organization).
Description Related Courses	As this is a course designed for upper-level students, it is assumed that students have taken introductory courses in management, strategy and organizational behavior. However, there are no required prerequisite courses; students can succeed in the this course without having taken other management courses.

Course Goals	<p>To prepare you to successfully manage an international organization, we will be focusing on the following topics and questions:</p> <p>1) Globalization and Internationalization: What factors are driving globalization and international shifts in production and consumption?</p> <p>2) Sustainable Development: How is the business environment changing because of the worldwide effort to avoid climate change, to protect ecosystems, and to conserve natural resources?</p> <p>3) Corporate Social Responsibility (CSR): What is CSR and why are some businesses embracing it?</p> <p>4) Culture: What exactly is “culture”? How can we define socio-cultural differences (e.g. Eastern(Asian) vs. Western culture; Korean vs. Japanese culture). What about organizational cultures and differences (e.g. Samsung Electronics vs. LG Electronics)? How do organizational and socio-cultural dimensions interact and create management challenges (Samsung Electronics vs. Apple)?</p> <p>5) International Strategic Management: How can organizations create strategies and implement them in foreign countries? What is the best way to enter a foreign market, manage political risks, make decisions and maintain control?</p> <p>6) Motivation, Leadership and Human Resources: When an organization operates internationally, what is the best way to motivate, lead, and manage its workers?</p>
Projected Results	
Percentage of the original language classes(%)	

## Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	Course Introduction; 1. Globalization and International Linkages	Preview of Course Content, Methods		International Management: Culture, Strategy and Behavior (Luthans and Doh), Chapter 1
2	1. Globalization and International Linkages	Understanding the Environmental Foundation of International Management	lecture & discussion	Luthans and Doh, Ch. 1
3	3. Ethics, Social Responsibility and Sustainability	Understanding the Environmental Foundation of International Management	lecture, discussion, case study	Chapter 3
4	3. Ethics, Social Responsibility and Sustainability	Understanding the Environmental Foundation of International Management	lecture, discussion, case study	Chapter 3
5	4. The Meanings and Dimensions of Culture	Understanding the Role of Culture	lecture, discussion, case study	Chapter 4
6	5. Managing Across Cultures	Understanding the Role of Culture	lecture, discussion, case study	Chapter 5
7	6. Organizational Cultures and Diversity	Understanding the Role of Culture	lecture, discussion	Chapter 6

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
8	7. Cross-Culture Communication and Negotiation	Understanding the Role of Culture	lecture, review, exam	Mid-Term Exam Chapter 7
9	8. Strategy Formulation and Implementation 9. Entry Strategies and Organizational Structures	Understanding International Strategic Management	lecture, discussion	Chapter 8, 9
10	10. Managing Political Risk, Government Relations, and Alliances	Understanding International Strategic Management	lecture, discussion, case study	Chapter 10
11	11. Management Decision and Control	Understanding International Strategic Management	lecture, discussion, case study	Chapter 11
12	12. Motivation Across Cultures	Understanding Organizational Behavior and Human Resource Management	lecture, discussion, case study	Chapter 12
13	Foreign Entry Strategies (Group Project Presentations)	How to Formulate and Implement a Successful Foreign Entry Strategy	Presentations	Group Presentations
14	Foreign Entry Strategies (Group Project Presentations)	How to Formulate and Implement a Successful Foreign Entry Strategy	Presentations	Group Presentations
15	Capstone Session	Review Content of Course	lecture, review, exam	Final Exam

## Methods of Grading

sequence	Description	Percentage	Details
1	Mid-tem Exam	30%	
2	Final-exam	30%	
3	Pop Quizzes	0%	
4	Assignments	30%	
5	Reports	0%	
6	Presentations & Discussions	0%	
7	Attendance	0%	
8		0%	
9	Others	10%	
All		100%	

## Core of Value

핵심가치	전공역량	역량정의	역량구분	값(%)
혁신 (Discovery)	창의적문제해결 (Creative problem-solving)	주어진 상황과 문제를 창의적으로 해결할 수 있는 능력		0%
혁신 (Discovery)	도전 (Challenging)	전공 지식을 새로운 분야와 융합하고 아우를 수 있는 능력		0%
혁신 (Discovery)	지식융합 (Knowledge convergence)	새로운 분야를 개척하거나 도전적으로 임할 수 있는 능력	주역량	0%
헌신 (Dedication)	세계시민 (Universal value)	세계 공동체 구성원으로 전공자로서 국제적 이슈에 대응할 수 있는 능력		0%
헌신 (Dedication)	상호협력 (Cooperation)	공동의 목적 달성을 위해 타인과 상호협력을 할 수 있는 능력	부역량	0%
헌신 (Dedication)	공동체 (Sense of community)	공동체의 구성원으로서 필요한 태도와 윤리의식을 가질 수 있는 능력		0%
능동 (self-Determination)	자기주도 (Self-Managing)	주어진 상황과 문제를 주도적이고 능동적으로 해결할 수 있는 능력		0%
능동 (self-Determination)	지식활용 (Knowledge application)	주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력		0%
능동 (self-Determination)	논리적사고 (Logical thinking)	전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력		0%
능동 (self-Determination)	의사소통 (Articulation)	대화를 통해 다양한 의견을 조율하고 합의를 이끌어 낼 수 있는 능력	부역량	0%

## Textbook(s) &amp; References

Description	Title	Author	Publisher
Required Textbook	International Management: Culture, Strategy, and Behavior	F. Luthans and J.P. Doeh	McGraw-Hill

## Memo

Optional online resources for textbook may be available at McGraw-Hill CONNECT system. (details given later)

