

MIBP - COURSE CATALOG SPRING SEMESTER 2009

Last update: 25.9.2008. All information is subject to change.

Dec. 29. – Dec. 31. 2008 Arrival Days

Jan 2. 2009 Orientation Day

5. – 23. Jan. 2009, Global Business Environment

Professor Francis Piron, Ph.D., University Technology Malaysia,
francispiron@gmail.com

Jan 5. – Jan. 23 , 2009, Management of SME's and Entrepreneurship

Jorma Pohtola, Helsinki School of Economics

Jan 24.- Feb 1. Chinese New Year Break

Feb 2. - Feb 20. International Strategic Management

Professor J. Ronald Collins, University of Prince Edward Island, Canada,
collins@upei.ca

Jan 5. - Feb 20. Asian Management in Transition

Professor Francis Piron, University Technology Malaysia (two afternoons per week)

Feb 21.- Mar 1. Spring Break

Mar. 2. – Mar. 14. Cross-Cultural Management

Mr. Martin Desmaras Director, IBI-Asia,
Kuala Lumpur, martindesmaras@hotmail.com

March 16. - April 3. International Human Resources Management

Assoc. Prof. Dr. Rosmini Omar , International Business School, Universiti
Teknologi Malaysia, rosmini@citycampus.utm.my

Global Business Environment, 6 ECTS units

Instructor: Professor Francis Piron, Ph.D

Email: francispiron@gmail.com

Welcome to my Global Business Environment class! To be successful in this class, you should expect to spend several hours a day on readings, preparation for class discussion and participation, cases and group project. You are expected to read the textbook chapters before class as well as the leading business journals such as the Asian Wall Street Journal, The Economist, Business Week, etc.

Course Description: We will discuss the different environments in which businesses operate: politico-legal, socio-cultural, technological, competitive, etc. Altogether, I will try to bring a pragmatic approach to the class through examples, short cases and assignments.

Course Objectives: The prime objective of this course is to help you acquire the skills to understand the dynamics and complexities of the international/global business environment. In spite of such complexities the recipe for success is quite simple: focus on understanding the markets (i.e., the consumer) and profitability. Yet, most enterprises fail to focus on these simple objectives and embark on “sophisticated” and often disastrous strategies.

Specific objectives:

1. Acquire an overview and understanding of global business environment.
2. Acquire proper, professional global business vocabulary.
3. Become familiar with the concepts of global business.
4. Understand how information and its management can help build a customer-focused organization.
5. Understand how the components of the marketing mix interact to create the image consumers use to position a product or brand in their perceptual map.

Textbook:

John S. Hill, World Business: Globalization, Strategy & Analysis, Thomson Southwestern Publishing.

Grading:

1. Group Project	40 % (includes oral and written presentations)
2. In-class Cassette Presentations	40 % (includes oral and written presentations)
3. In-class participation	<u>20 %</u>
Total	100 %

Professor Francis Piron

Dr. Francis Piron is a Professor of International Business at the International Business School of Universiti Teknologi Malaysia in Kuala Lumpur, Malaysia. He received his B.Sc. degree from University of Louisiana, USA, his MBA-MIM degree from American Graduate School of International Management, Glendale, Arizona, USA and his Ph.D. degree in Business Administration from Graduate School of Business, University of South Carolina, USA.

He has been Assistant Professor at the School of Business, the University of Alaska, Anchorage, Lecturer in International Business at the Chinese University of Hong Kong, Senior Lecturer in Marketing at the Nanyang Technological University in Singapore and a Professor of Marketing at the University of Macau, Peoples Republic of China.

Dr. Piron has taught in MBA Programs at the China-Europe International Business School in Shanghai and Guang Hua School of Management of Peking University. He has also taught at leading business schools in France such as ESSEC in Paris and CERAM in Nice.

All courses are subject to change.

MANAGEMENT OF SME'S AND ENTREPRENEURSHIP, 6 ECTS units

Instructor:

Jorma Pohtola, Lic. Sc.(econ), Helsinki School of Economics

Profile: Lic.Sc. Jorma Pohtola has over 20 years experience in both academic and business life. His experience includes international management training, international retailing and B to B services. In the field of academic research he has coordinated research studies linked to entrepreneurship and retailing. He has been a lecturer at HSE over 10 years. Teaching areas are entrepreneurship, marketing and retailing. Mr. Pohtola has also worked as a Program Director of "Experience Asia" –program at HSE Executive Education Ltd. He received his Lic. Econ. degree from the Helsinki School of Economics. Mr. Pohtola is currently finishing his Ph.D. –studies at Helsinki School of Economics.

Objectives: Provide understanding in the issues of SME Management and Entrepreneurship in the context of innovation and open markets. Provide the theoretical and practical knowled-ge for managing SME ´s for global markets. By providing better understanding on entrepre-neurship, the course can support student´s career plans in SME ´s.

Contents: Initiating a new business venture and developing it into a self-sustaining and profitable enterprise. Describing the process whereby a person decides to become an entre-preneur, screens opportunities, selects an appropriate product/market target, obtains the necessary resources, finds an innovative team and employees and launches a new enterpri-se. The course focuses on management issues of innovative SME. The course also prepares the students to create business plans for global markets.

On successful completion of this subject, the student should be able to:

1. understand the process of new venture creation and SME management
2. develop a plan for management of a new business venture or existing SME ´s
3. assess their own suitability as a potential entrepreneur or for a career in SME ´s

Lectures: 5. – 16. January 2009, Mon – Thu 9 – 13 + Tue and Thu 13-16

Business Plan : deadline 23. January 2009

Required textbooks/readings:

TIMMONS, J.A and SPINELLI, S.: **New Venture Creation**,
Entrepreneurship for the 21st Century, 7 th ed., McGrawHill, 2007.

Evaluation:

1. Assignments 20 %
2. Exam 40 %
3. Business Plan 40 %

Course Assignments and Business Plan Instructions

During the course the students have to create ideas for new ventures, screen the ideas and choose the best business idea to create a Business plan.

Following assignments can be used to create the final Business plan.

Assignments: (Textbook 7th edition, page numbers)

1. Assignment:

Idea Generation Guide Exercise on page 167-168 , min 3 ideas

Quick Screen Exercise on page 170-171 , choose the best from 3 ideas

2. Assignment:

(From the chosen best idea, all following exercises)

Opportunity Shaping Research and Exercise on page 178-183

Mining the Value Chain Exercise on page 187-190

3. Assignment:

Economics of the Business on page 191-197

Capital and Harvest exercise on page 198-197

Flaws, Assumptions and downside on page 211-212

Business Plan deadline: Friday Jan 23 2009

Business plan (app. 15 pages) according the exercise on pages 232-246

International Strategic Management (6 ETSC)

Course Description

This course is an exploration of the concepts and processes of the development and maintenance of long-range planning and vision for conducting international business. The course examines strategic direction and the management of the strategic process, detection of and adaptation to environmental change, procurement and allocation of resources, integration of activities across subparts of the organization and the determination of purpose and the setting of corporate direction.

Learning Outcomes

The learning outcomes of the course, upon successful completion, include the ability to:

- 1) know and understand the essential concepts of international business strategy and strategic planning,
- 2) understand concepts and procedures of industry and competitive analysis,
- 3) evaluate company resources and competitive capabilities,
- 4) understand strategic management processes,
- 5) understand how to control and evaluate strategic plans, and
- 6) understand the role of culture, leadership, and international agencies in strategic planning and implementation.

Textbook

Fred R. David, Strategic Management (10th edition), Prentice Hall

Lecturer profile

J. Ronald Collins, Ph.D.

Professor and Director of International Programs

University of Prince Edward Island, Canada

Email: Collins@upei.ca

Ron Collins has been a Professor in the School of Business, University of Prince Edward Island, since 1975, teaching in the areas of Management and Strategy. Courses taught include Organizational Behaviour, Introduction to International Business, Intercultural Management, Interpersonal Communications and Strategic Management. He is co-author of Canadian Management: Principles and Functions. published by Irwin.

Educational Background:

- B.Sc. – Boston College, USA
- MBA, Ph.D. – University of Massachusetts, USA

Research Interests:

Dr. Collins' research interests include the general topics of motivation, leadership and strategic management. Presently, he is investigating the adaptation of business curriculum to developing countries.

Recent Publications:

In recent years, he has authored a number of papers presented at conferences in Canada, China, Finland, France, India, Japan, Kazakhstan, Poland, Russia, and the Czech Republic. A number of these papers have been published on conference proceedings.

Academic Organizations / Board of Directors:

Besides serving on UPEI committees, Dr. Collins has also served as President of the Administrative Sciences Association of Canada, as a member of Board of Directors of the Canadian Federation of Deans of Management and Administrative Studies, and Chair of the Canadian Consortium of Management Schools.

Asian Management in Transition (6 ECTS units)

The course **Asian Management in Transition** offers an in-depth analysis of the fundamental changes that have taken place both in business environments and in business practices in Asia. It reviews the current Asian management practices and highlights individual, organizational and societal influencers. It is aimed at students interested in furthering their understanding about Asian enterprise management.

The topics covered include:

- Asian Management in a Changing World,
- The Management Challenges of Large Asian Nations,
- Managing Industrial Development through Learning,
- Managing the Process of Continuity-in-Change,
- Dynamic and Divergent Asian management Responses to Convergent Global Imperatives

Textbook:

Asian Management in Transition: Emerging Themes, Shamir R. Chatterjee and Alan R. Nankervis (editors), Palgrave Macmillan, 2006

Lecturer:

Professor Francis Piron

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He has been Assistant Professor at the School of Business, the University of Alaska, Anchorage, Lecturer in International Business at the Chinese University of Hong Kong, Senior Lecturer in Marketing at the Nanyang Technological University in Singapore and a Professor of Marketing at the University of Macau, Peoples Republic of China.

Dr. Piron has taught in MBA Programs at the China-Europe International Business School in Shanghai and Guang Hua School of Management of Peking University. He has also taught at leading business schools in France such as ESSEC in Paris and CERAM in Nice.

Course content:

To be confirmed

Cross-cultural Management (6ECTS units)

Lecturer:

José Martín Desmaras Luzuriaga

MSC Cultural Anthropology

Director, International Business Intelligence Asia-Pacific.

Senior Director, Santa Trade (Santa Catarina Trade Office)

Lecturer of International Relations, International Logistics and Cross-Cultural Management.

Educational Background

- Master in Anthropology, Universidade Federal de Pernambuco, Brazil, 2001
- Bachelor in Political Science, Universidad del Salvador, Argentina, 1996

Professional Background

- Lecturer of Graduate Programs (Master's and Specialization Level) at the following higher education institutions: California State University, East Bay; International Trade Institute, Taiwan; Centro Universitário de Jaraguá do Sul, Brazil; Universidade do Alto Vale do Itajaí, Brazil; Universidade do Vale de Itajaí, Brazil. Teaching Field: Cross-Cultural Management, Global Business and Business English.
- Lecturer of Undergraduate Programs at the following higher education institutions: Centro Universitário de Jaraguá do Sul, Brazil; Chinese Culture University, Taiwan. Teaching Field: Cross-Cultural Management, International Relations, Global Business, International Logistics, Research Methodology and Business English.
- Director of International Business Intelligence Asia-Pacific (IBI-Asia) – Consulting Firm with a focus on international market intelligence and business promotion for enterprises, consortia and governments (2005 through present).
- Director of International Business Intelligence of the Americas (IBI-Americas) – Consulting Firm with a focus on international

market intelligence and business promotion for enterprises, consortia and governments (2004 through present).

Consulting and/or Executive Training

- Clients include companies, associations and government agencies in Brazil, Argentina and Taiwan.

Subjects of Interest

- Cross-Cultural Management
- International Business
- International Relations
- Internationalization of SMEs.

Course Description:

This is a course in cross-cultural management, with a focus on Asian markets, designed to develop and implement an integrated approach to managing multicultural business relations. Its purpose is to enable participants to sharpen the quality of communication, negotiation and conflict-resolution skills within an intercultural context. Emphasis is placed on organizational culture, cross-cultural management and multicultural environment analysis. The course correlates theory with real-world examples, the instructor's/participants' experiences, intensive case analysis, and interactive exercises to develop the cross-cultural skills and capabilities demanded in Asian cultures to develop effective business and work relations.

Course Objectives:

This course is designed to enhance management and negotiation skills for executives to operate successfully across cultural borders. It proposes a theoretical framework to analyze the nature of cross-cultural communication and negotiation strategies and tactics. It addresses features of Asian business cultures and discusses how to communicate, negotiate and manage conflict effectively.

The course is organized into five distinct sections. The first section develops a framework for understanding the types of organizational cultures, discusses the challenges involving the management of multicultural groups, and turns the spotlight on corporate culture

issues that affect the operation of global firms. The second section examines the role of intercultural communication when dealing with Asian cultures and discusses practical approaches to reach win-win situations. The third section builds an understanding of cultural values behind the different Asian negotiation styles, analyses processes and outcomes, and proposes practical ways of attaining “zones of common agreement”. The final section aims at further developing analytical capabilities to understand the impact of culture in real-life global business situations and at gaining “communicational empathy” in multicultural environments.

The following are the major objectives of this course:

1. To help participants gain an appreciation and understanding of the nature of culture and cross-cultural communication, emphasizing on the impact of culture on business practices in Asia.
2. To develop skills to improve communication with individuals from Asian cultures, with the aim of enhancing management skills in multicultural environments.
3. To enable participants to develop cross-cultural negotiation skills with business people of Chinese, Indian, and Malay origin, determined by specific cultural/national contexts.
4. To gain insight in global human resource management issues, related to executive posting in Asia.
5. To enable participants to exercise cross-cultural abilities through real-life communication and negotiation practices.

Text:

Managing Cultural Differences, Sixth Edition: Global Leadership Strategies for the 21st Century (Managing Cultural Differences), Philip R. Harris, Robert T. Moran, and Sarah V. Moran, 2004

Course Format

This course will be conducted as a seminar with a discursive coverage of the selected topics. The instructor will present the material in an interactive format and the presentation will be interspersed with the discussion of cases. Participants will be called upon to contribute to the discussions and to make presentations of the cases assigned. The course will consist of lecture/discussion sessions combined with case

presentations, discussions of classic and recent articles, group discussions, and role playing.

Course Evaluation Method

Participants are required to analyze and present a major cross-cultural business strategy case, critique other case presentations, participate in class discussions, and complete two written assignments. The final grade will be determined on the basis of an arbitrary weighting of these criteria. Teamwork will be at a premium but care will also be taken to isolate independent and original work by each participant. The grade for the course will be determined as follows:

Final test	50%
Written Assignments	30%
Class Participation	20%
Total	100%

All courses are subject to change.

International Human Resources Management (6ECTS units)

Instructor: Assoc. Prof. Dr. Rosmini Omar

e-mail: rosmini@citycampus.utm.my

Office : International Business School, Universiti Teknologi Malaysia, Jalan Semarak, Kuala Lumpur

Consultation Hours : by appointment

Telephone : 012 3972422

E-mail : rosmini.omar@minotstateu.edu or rosmini@citycampus.utm.my

Course Synopsis

This course provides fundamental, yet critical issues, related to talents that organizations

must manage as they set global ventures from home-base to abroad. With such a global

outlook, organizations of all sizes need to align corporate strategies and effective management of talents in order to gain long-term sustainability. This is a challenging task for multinational enterprises and transnational corporations because every stakeholder, especially the staff must feel comfortable with diversity and uncertainty.

It

is an intricate issue as organizations strike balance between internal and external factors

of each different country, while making appropriate adjustment to structures, policies, and strategies for managing their employees as they move from one host- country to another.

This course is delivered via two loci. The first locus initiates students to appreciate the essence of strategic orientation when managing and leading international corporate, entrepreneurial ventures. The second locus lead students to examine the various lenses of HRM activities namely human resource planning, employer-employee relations, recruitment and selection, training and development, performance management and reward systems, as well as re-entry and career planning and industrial relations. All the HRM activities are discussed with the understanding that national culture and country specifics differ, and thus students need to capture and cultivate the skills to understand diverse groups of people for work effectiveness. International management of the human capital is an integral component of business development and thus links closely to the overall corporate strategy, vision, mission and values. An understanding of international HRM would influence the character, development, quality and productivity of the human capital. It helps any firm to achieve its primary strategic goal of enhancing value creation and global competitive advantage.

Course Objectives

Upon completion of this course, students should be able to:

- understand the nature of International HRM and appreciate how and why International HRM has become so critical to entity's competitiveness and to our society's well-being
- to develop greater sensitivity and confidence in our own capacity when working across cultures and this must effectively encompass all the HRM processes
 - o staffing for international growth and operations
 - o recruiting and selecting
 - o training, development and succession planning
 - o compensating, motivating and rewarding
 - o performance management

- o repatriation, re-entry
- o industrial relations

to develop a global mindset that enable the process of reflecting, sharing, discussing and writing thoughtfully issues of HRM from the perspectives of culture and diversity.

Required Material

Peter J. Dowling, Marion Festing, and Allen D.Engle, Sr. International Human Resource Management: Gaining a Competitive Advantage. London: Thompson Learning, 5th edition.

Course Assessment

Methods Percentage

Participation

: 15

Assignments

:

Group Case Analysis (Written & Presentation)

:

30

Individual Global Mindset Reflection

:

15

Paper

Final Examination

40

Total

100

Course Requirements & Policies

You are expected to fulfill the following requirements of the course to obtain a grade:

Attendance

Attendance for face to face class is compulsory. Any student not attending a class should provide a medical certificate or a written justification. Punctuality is equally important.

Participation

Students are required to participate actively in class discussion, exercises and other class activities. It is just not enough to read and study the lectures given by the instructor, or to participate mentally in the discussion without voicing out your opinions or relating your own experiences. Students are expected to read the topics before coming to class, and be ready with the case analyses or class presentations, according to the schedule given in the course plan.

Assignments

This course gives emphasis to both individual and group effort, as much as incorporates theories and real world conflicts and phenomena. Thus, the types of assignments for this class reflect these patterns. Generally, each student is required to submit written assignments given the specific submission date shown in the course plan. The instructor fully appreciates students who diligently submit all assignments before or exactly on the due dates with excellent standard of work. Such students will be given Tier 1 marks. If you encounter any problem to submit assignments on the specific date, let the instructor knows. Otherwise, your marks on the assignments will be moved to Tier 2 or 3 (where marks will be penalized on a daily basis), depending on the period between the deadlines and your submission. All assignment submission can be either in hardcopy or softcopy (via email, but

make sure you are 100% VIRUS FREE!)a

100 %