Course Syllabus
International Business Strategy and Integration
MGT 405-02 – Summer 2012

Instructor: Lawrence Rhyne  
Office: SS3429  
e-mail: lrhyne@mail.sdsu.edu  
Office Phone: 594-5905  
Office Hours: Tuesday-Thursday 4:00-5:00 pm


Overhead Packet: Available on Blackboard

Prerequisites for MGT 405 are MGT 350, MKTG 370, FIN 323, BA 300 and either IDS 301 or IDS 302. If you do not meet these prerequisites, you must drop the course during the drop period. Concurrent enrollment in one or more of the prerequisite courses is unacceptable.

Course Objectives:
1. Define and explain concepts, frameworks, and techniques of international strategic management.
2. Identify and apply relevant concepts, frameworks, and techniques to identify, define and describe opportunities and problems in the global business context faced by top management.
3. Identify and apply relevant concepts, frameworks, and techniques to formulate strategies to address strategic business problems in a global context from a general management perspective, cutting across functional areas.
4. Identify and apply relevant concepts, frameworks, and techniques to implement strategies to address strategic business problems in a global context from a general management perspective, cutting across functional areas.
5. Develop the ability to think strategically from a general management perspective and define global business problems and offer solutions.
6. Apply teamwork skills as they pertain to international strategy analysis, formulation and implementation.
7. Apply communication skills as they pertain to international strategy analysis, formulation and implementation.

Grading:
- Exams (2) 25%
- Class Participation 15%
- *Oral Presentation 30%
- *Written Analysis (max 5 pgs double spaced plus 5 pgs of exhibits) 30%

* Group Work
Grading Criteria


Written Paper: Demonstrate mastery of concepts presented in the course. Follow assignment as presented in the syllabus. Analyze. Avoid history. Content, Organization, Audience, Style, Mechanics, and Referencing (See CBA Written Communication Rubric). **Over long papers will be returned to be redone and considered late (minus one letter grade).**

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Assignments</th>
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<td>1</td>
<td>7/9</td>
<td>Introduction</td>
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| 1    | 7/10 | Strategic Management and Strategic Competitiveness - H,I&H pp. 2-26  
Preparation of an Effective Case Analysis - H,I&H C-vii - C-xv  
Group Formation & Case Selection |
| 1    | 7/11 | The External Environment – H,I&H pp. 34-63  
National Culture Dimensions |
| 1    | 7/12 | The Internal Environment – H,I&H pp. 70-91  
Corporate-Level Strategy – H,I&H pp. 162-184 |
| 2    | 7/16 | International Strategy – H,I&H pp. 224-252 |
| 2    | 7/17 | Japanese Business Strategies |
| 2    | 7/18 | Case Preparation |
| 2    | 7/19 | Exam I |
| 3    | 7/23 | Case: Dr Pepper Snapple Group - pp. C-115-126 |
| 3    | 7/24 | Case: Google - pp. C-155-171 |
| 3    | 7/25 | Case: MGM - pp. C-231-250 |
| 3    | 7/26 | Case: Porsche - pp. C-317-326 |
ASSIGNMENTS:

Cases 1-4
You may use outside sources in addition to the material in the case, perform a strategic analysis of the following factors at the time of the end of the case:

General Environment (as available) Ch. 2
   Demographic
   Economic
   Political/Legal
   Sociocultural
   Technological
   Global
   Physical environment

Industry Environment - State a conclusion for the level of each of the following Industry factors. Ch. 2
   Level of Rivalry
Power of Buyers
Power of Suppliers
Threat of Substitution
Barriers to Entry & Exit
Internal Capabilities of the Company (Use one of the following models.)

Ch. 3
List Strengths and Weaknesses
Value Chain Analysis
Value-Creation Triad
Stakeholder Agenda (If applicable.) Ch. 1

Using the 4 criteria evaluate the firm's:
Core Competencies Ch. 3
Competitive Advantage Ch. 3
Recommend a Mission Statement for the Future Ch. 1, 6 & 8

Oral Presentation: Approx. 30 minutes plus Q&A. Deliver a paper copy of visual aids to the Professor before starting the presentation.

Written Analysis (Maximum 5 pages double spaced plus 5 pages of exhibits). Exhibits provide detailed support for your statements in the body of the paper. Exhibits should be referenced in the appropriate section of the body of the paper.

Cases 5-8
Using only the data available in the case:
Identify the key issues (No more than three) facing the company.
Using the 4 criteria evaluate the firm's:
Core Competencies Ch. 3
Competitive Advantage Ch. 3
Recommend a Mission Statement for the Future Ch. 1, 6 & 8

Recommend specific actions to be taken in the future for each of the following strategies:
Business Strategy Ch. 4, 5, 7, 9 & 13
Organizational Structure Ch. 11
Control Strategy Ch. 11 & 12 (Balanced Scorecard)

Oral Presentation: Approx. 30 minutes plus Q&A. Deliver a paper copy of visual aids to the Professor before starting the presentation.

Written Analysis (Maximum 5 pages double spaced plus 5 pages of exhibits). Exhibits provide detailed support for your statements in the body of the paper. Exhibits should be referenced in the appropriate section of the body of the paper.