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GLOBAL BUSINESS I FE 290 for FEMBA B

William Hernández Requejo
Jone L. Pearce

Winter 2010
Class: Thursdays 7:00PM-9:50PM
Hernández Teaching Assistant: Ofer Mintz
Pearce Teaching Assistant: Kenji Klein

Classroom MPAA 120
Office Hours: Thursdays 6:00PM-7:00PM
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Course Description and Objectives

This course is essentially TWO courses. Collectively, they are intended to serve as a theoretical and practical introduction to global business. Together they help participants become more effective managers within a global context..

FE 290 Global Business I provides an introductory theoretical and practical foundation for global business, and serves as preparation for FE 295 Global Business II where students gain first-hand experience with business conditions in Turkey and Germany.

FE 290 Global Business I will focus on the impact of different cultures, political, legal, and economic systems on assumptions, expectations and organizational practices relevant to conducting business in different national settings. The course seeks to balance three approaches to the material -- 1) cross-national business challenges, 2) general heuristics that can be used to guide you in unfamiliar settings, and 3) broad theoretical as well as practical problems reflecting an understanding of the global business environment. William Hernández Requejo will be your instructor for the first five weeks and Jone Pearce will be your instructor for the second five weeks.

Together with FE 295 Global Business II students should develop a comprehensive understanding of the challenges of cross-national business and be prepared with resources they can use for any future need to do business outside the United States.

Required Books

Morrison, J. (2009) *International business*. New York: Palgrave Macmillan.

Hernández Requejo, W. & Graham, J. L. (2008) *Global negotiation: The new rules*. New York: Palgrave Macmillan.

Required Reader Contains

Chapter 5, from Reich, Robert (1992) *The Work of Nations*, New York: Vantage Books

Chapters 5, and 6 from Johansson, J (2009) *Global Marketing Foreign Entry, Local Marketing and Global Management*. New York: McGraw-Hill Irwin

Chapters 2, 3 and 4 from Pearce, J. L. (2001) *Organization and management in the embrace of government*. Mahwah, NJ: Erlbaum.

Footwear International Case

Chapters 14, 16, and 13 from Steers, R. M. & Nardon, L. (2006) *Managing in a global economy*. Armonk, NY: M. E. Sharpe

Chapters 3, 10, 11, and 12 from Adler, N. J. (2008) *International dimensions of organizational behavior*. Mason, OH: Thomson South-Western.

Solvay Group Case

Grading for FE 290

William Hernández and Jone Pearce will each provide 50% of the course grade.

Hernández’s grade requirements:

Class participation.....	15%
<i>Lansa v. Newco</i> Case Negotiation Assessment.....	15%
(this case will be distributed in class)	
Latin American or Cuban Market Entry Strategy.....	20%

Pearce’s grade requirements:

Class Participation.....	25%
Global Strategy Analysis.....	25%

Class participation will be evaluated by the participants' preparation for class and the quality of that participation. For each Morrison reading be prepared to discuss the Pause to Reflect items and cases.

The ***Lansa v. Newco Case Negotiation Assessment*** will be no more than **seven pages**. The Assessment will be submitted in memorandum format using Microsoft Word Professional Memorandum template. It will address the various considerations presented in the fact pattern. It will be submitted on an individual basis, and it is **due in class February 3, 2010**.

The **Latin American or Cuban Market Penetration Strategy** will be no more than **seven pages**. The goal is to determine business opportunities within a Latin American context. The Penetration Strategy

will be submitted in memorandum format using Microsoft Word Professional Memorandum template. The Penetration Strategy will focus on one of three industrial sectors: Sustainable Tourism; Renewable Energy or International Financial Institutions. Specifics will be provided in class, and it is **due in class February 17, 2010**.

The **Global Strategy Analysis** will be no more than **14 pages** and will consist of an analysis of the globalization strategy of a company of the student's choice (details provided in the first class session). It is **due in the last class session March 10**.

Global Business I FE290 Class B -- Schedule

Date	Topic	Readings
Jan 6	Introduction to Globalization; Economic Integration	Morrison Chs 1, 2, 3, 8
Jan 13	Market Entry; Exporting, Finance	Johansson, Chs 5 Morrison Ch 11
Jan 20	Licensing, Strategic Alliances, Joint Ventures	Johansson Ch. 6 Supplemental reading to be provided by instructor
Jan 27	International Negotiation	Morrison Chs. 3, 5 Hernández & Graham, preferably the entire book, but Chapters 1, 7, 13 minimum.
Feb 3	Latin America; Wholly-owned Subsidiaries	Presentations provided by the instructor <u>Lansa v. Newco Case Negotiation Assessment due</u>
Feb 10	Organizational Forms; Managing Relationships	Morrison Chs 7, 10 Pearce Chs 2, 3, 4 Prepare <i>Footwear International</i> Case.
Feb 17	Culture	Morrison Ch 4; Adler Ch 3 <u>Latin America or Cuban Market Study due</u>
Feb 24	Human Resources Management; Cross-national Teams	Morrison Ch 9; Steers & Nardon Chs, 14; 16
Mar 3	Staffing; Expatriate Careers	Steers & Nardon Ch 13; Adler Chs 10, 11, 12 Prepare <i>Solvay Group</i> Case <u>Group Briefing Report Assignment due</u>
Mar 10	<i>Wednesday -- Joint Session for Sections A and B classroom tba</i>	
	The special case of cross-national venture capital Special Guest: Tom Gephart, Managing Partner, Ventana Capital	<u>Global Strategy Analysis due</u>

Global Business II FE295 Class B

This course is an in-depth case study of the challenges and opportunities of doing business in Turkey and Germany, with particular attention to the relationship between them. The School requires that the course be graded, and so grades will be based on,

- I. An Advance Group Briefing Report (**due March 3th**)
- II. Completion of Reading Packet before arrival in first country
- III. Visits and discussions in Turkey and Germany from **March 21 to March 27**
- IV. Completion of Briefing Materials Assessment (**due April 9th**).

I. This course is intended to prepare participants to be able to conduct a sophisticated investigation of business opportunities in any country at any future time. This project is designed to familiarize students with the resources available and gain feedback in the usefulness of the information they report. The Advance Briefing Report will be a group project. Each group will receive an assignment to prepare a briefing for the rest of the section on either the history, culture (with special emphasis on business etiquette and practices), government, legal and regulatory environment, or an assigned industry. The briefings shall be no more than **15 pages** (double-spaced), and based on materials the students will obtain from the Economist Intelligence Unit and additional materials the students will collect. The Briefing Report will be graded on the quality of the research, clarity of presentation and its usefulness, and will count for 40% of the course grade.

II. Participants will receive a Reading Packet on March 10th consisting of the consolidated Advance Briefing Reports and additional materials prepared by the instructor. It must have been read before arrival, and you need to keep it with you for reference while overseas. This will be assessed by the quality of participation in company visits and discussions.

III. It is mandatory to attend all class sessions in Turkey and Germany, and to behave at all times as stellar representatives of the University of California, Irvine and the United States of America. Active participation in company visits and discussions. Participation will count for 50% of the course grade.

IV. After the country visits participants will complete a no more than **two page** (double-spaced) Briefing Materials Assessment on the quality of the advanced briefing materials they received. What was most useful? What was least useful? What additional material would you have liked to have seen, and why? This report is due by April 9th and is worth 10% of the course grade.

Detailed information about the arrangements for the residential visit will be distributed throughout the quarter by Tony Hansford.