

**Courses Summer Term 2005**

**Lecture: International Management II**

Course: 1189; Lecturers: Wolff/Schlägel

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**Syllabus and Readings**

SESSION	TOPIC
April 8 <sup>th</sup> , 2005	<b>1. INTRODUCTION</b> 1.1 Outline of the Course 1.2 Recap "International Management I": Behavioral Risks and Internal Growth Strategies  Readings: Wolff, B. (1995): Contractual Problems in Market Relations; in: Bernitz, U./Hallström, P. (Hg.): Principles of Justice and the European Union, Stockholm (Juristförlaget), pp. 83-95.  Recommended background reading for those, who did not participate in "International Management I" (available in the library or in the Reading Pack to International Management I): Bartlett, C. A./Ghoshal, S. (2002): Managing Across Borders, 2 <sup>nd</sup> ed., Boston (Harvard Business School Press). Hill, C. W. (2005): International Business. Competing in the Global Marketplace, 5th ed., Boston (Twin/McGraw). Milgrom, P./Roberts, J. (1992): Economics, Organization, and Management, Upper Saddle River (Prentice Hall), pp. 128-9, 136-140, 149-154, 166-197. Yip, G. S. (1995): Total Global Strategy, Englewood Cliffs (Prentice Hall), pp. 27-57, 93-122, 216-237.
	<b>2. EXTERNAL GROWTH STRATEGIES</b> 2.1 Strategic Integration: Mergers & Acquisitions 2.2 Strategic Alliances: Collaborative Ventures  Readings: Stonehouse, G./Hamill, J./Dampbell, D./Purdie, T. (2005): Global and Transnational Business. Strategy and Management, 2nd ed., Chichester etc. (Wiley), Chapter 14: Managing Global Mergers, Acquisitions and Alliances. Daniels, J. D./Radebaugh, L. H. (2004): International Business. Environments and Operations, 10th ed., Upper Saddle River/NJ (Prentice Hall), chapter 14: Collaborative Strategies.
April 22 <sup>nd</sup> , 2005	<b>2. EXTERNAL GROWTH STRATEGIES</b> 2.3 Case Study: Sri Lanka Keeps Victoria's Secret  General Reading: Griffin, R. W./Pustay, M. W. (2005): International Business. A Managerial Perspective, 4th ed., Upper Saddle River/NJ (Prentice Hall), pp. 364 - 365.
April 29 <sup>th</sup> , 2005	<b>4. GOVERNMENTS AS PARTNERS IN INTERNATIONAL BUSINESS</b> 4.1 Governments as Rule Makers  Readings: Rondinelli, D. A./Black, S. S. (2000): Multinational Strategic Alliances and Acquisitions in Central and Eastern Europe: Partnerships in Privatization, Academy of Management Executive 14/4, pp. 85-98. Griffin, R. W./Pustay, M. W. (2005): International Business. A Managerial Perspective, 4th ed., Upper Saddle River/NJ (Prentice Hall). Daniels, J. D./ Radebaugh, L.H. (2004): International Business: Environments and Operations, 10th ed., Upper Saddle River/NJ (Prentice Hall).
	<b>3. INTERNATIONAL BUSINESS NEGOTIATIONS</b> 3.1 Cross Cultural Business Negotiations By Guest Professor Gary E. Bolton (Smeal College of Business, Penn State University)  Readings: Wheeler, M. (2000): Negotiation Analysis: An Introduction, HBS Publishing. Lax, D. A. / Sebenius, J. K. (1986): The Manager as Negotiator, The Free Press: New York, p. 339-362. Fisher, R. / Ury, W. (1981): Getting to Yes, Houghton Mifflin: Boston, p. 41-57.
May 6 <sup>th</sup> , 2005 2 x 90 min. 13.15-14.45 (H2/22) 15.15-16.45 (315/03)	<b>3. INTERNATIONAL BUSINESS NEGOTIATIONS</b> 3.1 Cross Cultural Business Negotiations By Guest Professor Gary E. Bolton (Smeal College of Business, Penn State University)  Readings: Wheeler, M. (2000): Negotiation Analysis: An Introduction, HBS Publishing. Lax, D. A. / Sebenius, J. K. (1986): The Manager as Negotiator, The Free Press: New York, p. 339-362. Fisher, R. / Ury, W. (1981): Getting to Yes, Houghton Mifflin: Boston, p. 41-57.
May 10 <sup>th</sup> , 2005 9.15-10.45 (315/03)	<b>3. INTERNATIONAL BUSINESS NEGOTIATIONS</b> 3.1 Cross Cultural Business Negotiations By Guest Professor Gary E. Bolton (Smeal College of Business, Penn State University)  Readings: Wheeler, M. (2000): Negotiation Analysis: An Introduction, HBS Publishing. Lax, D. A. / Sebenius, J. K. (1986): The Manager as Negotiator, The Free Press: New York, p. 339-362. Fisher, R. / Ury, W. (1981): Getting to Yes, Houghton Mifflin: Boston, p. 41-57.
May 13 <sup>th</sup> , 2005	<b>4. GOVERNMENTS AS PARTNERS IN INTERNATIONAL BUSINESS</b> 4.2 Governments as Players  Readings: Rondinelli, D. A./Black, S. S. (2000): Multinational Strategic Alliances and Acquisitions in Central and Eastern Europe: Partnerships in Privatization, Academy of Management Executive 14/4, pp. 85-98. Griffin, R. W./Pustay, M. W. (2005): International Business. A Managerial Perspective, 4th ed., Upper Saddle River/NJ (Prentice Hall). Daniels, J. D./ Radebaugh, L.H. (2004): International Business: Environments and Operations, 10th ed., Upper Saddle River/NJ (Prentice Hall).
May 20 <sup>th</sup> , 2005	"PFINGSTEN" BREAK
May 27 <sup>th</sup> , 2005	<b>3. INTERNATIONAL BUSINESS NEGOTIATIONS</b> 3.2 The Ruritanian Electronics Negotiation  Readings: Mead, R. (2000): Cases and Projects in International Management: Cross-cultural Dimensions, Malden (Blackwell), pp. 133-138, 144-151.
June 3 <sup>rd</sup> , 2005	MIDTERM EXAM
June 10 <sup>th</sup> , 2005	<b>3. INTERNATIONAL BUSINESS NEGOTIATIONS</b> 3.2 The Ruritanian Electronics Negotiation (Team Session)  Readings: Mead, R. (2000): Cases and Projects in International Management: Cross-cultural Dimensions, Malden (Blackwell), pp. 133-138, 144-151.
	<b>3. INTERNATIONAL BUSINESS NEGOTIATIONS</b> 3.2 The Ruritanian Electronics Negotiation (Negotiation Session)  Readings: Mead, R. (2000): Cases and Projects in International Management: Cross-cultural Dimensions, Malden (Blackwell), pp. 133-138, 144-151.
June 24 <sup>th</sup> , 2005	<b>5. HUMAN RESOURCE MANAGEMENT</b> 5.1 Pitfalls in International HR Management  Readings: Griffin, R. W./Pustay, M. W. (2005): International Business. A Managerial Perspective, 4th ed., Reading Mass. (Addison-Wesley). Lazear, E. P. (1998): Personnel Economics for Managers, New York (John Wiley & Sons). Dessler, G. (2005): Human Resource Management, 10th ed., Upper Saddle River/NJ (Prentice-Hall).
	<b>5. HUMAN RESOURCE MANAGEMENT</b> 5.2 Heterogeneity or Homogeneity among the Workforce? Some Efficiency Criteria  Readings: Griffin, R. W./Pustay, M. W. (2005): International Business. A Managerial Perspective, 4th ed., Reading Mass. (Addison-Wesley). Lazear, E. P. (1998): Personnel Economics for Managers, New York (John Wiley & Sons). Dessler, G. (2005): Human Resource Management, 10th ed., Upper Saddle River/NJ (Prentice-Hall).
July 1 <sup>st</sup> , 2005	<b>5. HUMAN RESOURCE MANAGEMENT</b> 5.2 Heterogeneity or Homogeneity among the Workforce? Some Efficiency Criteria  Readings: Griffin, R. W./Pustay, M. W. (2005): International Business. A Managerial Perspective, 4th ed., Reading Mass. (Addison-Wesley). Lazear, E. P. (1998): Personnel Economics for Managers, New York (John Wiley & Sons). Dessler, G. (2005): Human Resource Management, 10th ed., Upper Saddle River/NJ (Prentice-Hall).
July 8 <sup>th</sup> , 2005	<b>GUEST LECTURE - FIEGE Logistics Corporation "A Germans Logistic Company's Expansion Strategy in China"</b>
	Mr. Cosmar / Mr. Möller

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DATE	CONTENT
April 8 <sup>th</sup> , 2005	<a href="#">Session 1</a>
April 15 <sup>th</sup> , 2005	<a href="#">Session 2</a>
April 22 <sup>nd</sup> , 2005	Session 3: Case Study Presentations
April 29 <sup>th</sup> , 2005	<a href="#">Session 4</a>
May 6 <sup>th</sup> , 2005	<a href="#">Session 5</a> / <a href="#">Session 6</a> by Prof. Gary E. Bolton
May 10 <sup>th</sup> , 2005	<a href="#">Session 7</a> by Prof. Gary E. Bolton
May 13 <sup>th</sup> , 2005	<a href="#">Session 8</a>
May 20 <sup>th</sup> , 2005	Session 9: Spring Break
May 27 <sup>th</sup> , 2005	<a href="#">Session 10</a>
June 3 <sup>rd</sup> , 2005	Session 11: MIDTERM EXAM
June 10 <sup>th</sup> , 2005	Session 12: Team Session
June 17 <sup>th</sup> , 2005	Session 13: Negotiation Project
June 24 <sup>th</sup> , 2005	<a href="#">Session 14</a>
July 1 <sup>st</sup> , 2005	<a href="#">Session 15</a> (AOM PAPER)
July 8 <sup>th</sup> , 2005	Session 16: <a href="#">Guest Lecture</a> / <a href="#">JVs in China</a>
July 15 <sup>th</sup> , 2005	<a href="#">Session 17</a>

## Contact

If you have any questions - don't hesitate to contact us!

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## General Information

Lecturers	Prof. Dr. Wolff / Dipl.-Kfm.Schlägel
Time/Date of our lectures	- Friday, 13:15 – 14:45, Build. 22, H2 - First Session: April 8 <sup>th</sup> , 2004 - Tutorial to our IM2-lecture: Wednesday, 15:15-17:45, Build. 22, H2
Aim/Objectives	This lecture introduces selected problems of two areas of international management: 1. problems of external growth strategies of MNEs 2. the interface between international management and the institutional framework.
Target Group	Students in the German Language Program, esp. International Management; Students of the English Language Program, M. Sc. Program, open for B. Sc. Candidates
Language	English
Credit Points	2 CP for International Management or Elective Courses for Management
Teaching	Lectures, case studies, guest lecture, video, discussion, midterm exam, final exam
Requirements	- Preparation of readings according to the course outline - Written case study solutions and presentations; assignments - Active participation in class - Midterm exam and final exam
Required Readings	Reading Pack
Grading	- 60% final exam - 20% midterm exam - 20% active participation in class (3 assignments: 4 + 6 + 10)