

TENTATIVE
MANA 7351
Management of Global Organizations
Summer Mini Session 2022
R. T. Keller

The course objectives are twofold: (1) To gain an understanding of the management of firms in international and global competition. (2) To obtain some conceptual skills, through case analysis, for the formulation and implementation of strategies for international and global business organizations.

Office hours are by appointment. Office is 310C Melcher Hall, and the telephone is 713-743-4676. Mailing address is Bauer College of Business, 334 Melcher Hall, University of Houston, Houston, TX 77204-6021. E-mail is Keller@uh.edu.

Attendance is required for all scheduled classes.

The prerequisite for this course is graduate standing.

The course grade will be determined as follows: The take-home exam will be worth 50% of the course grade. Class contribution will be worth 50% toward the course grade. Class contribution will be based on the quality and quantity of online case discussions, postings, replies, etc., and the case team's slide presentation. The student is expected to read all assigned material and contribute to each of the online case discussions.

We are committed to providing reasonable accommodations for students with disabilities. A student needing such accommodations must make prior arrangements with the instructor for any exam or assignment so accommodations can be made. Also, a student with a disability should seek information on services and assistance from the Center for Students with Disabilities (telephone 713-743-5400).

We are proud of the high quality of our students and academic programs, and we recognize the importance of academic honesty in maintaining these standards. In the rare situation where there may be a breach of academic honesty, please bring this matter to our attention. We will take appropriate preventative action whenever possible. If you have any questions about the UH Academic Honesty Policy, please consult the Student Handbook, or the Dean of Students Office.

This syllabus is provided to students solely as a source of information and general guide to MANA 7351. No contractual agreement is expressed or implied. The instructor retains exclusive rights to unilaterally change, modify, add, or eliminate any policy, procedure, administrative detail, or provision contained in this syllabus without notice. The provisions of this syllabus apply to all students registered for this course. Any promises made to a student which conflict with the provisions of this syllabus are effective only if in writing and signed by the instructor of record for this course. Registration in this course represents a student's endorsement and acceptance of this syllabus.

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps<<http://www.uh.edu/caps>) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program (http://www.uh.edu/caps/outreach/lets_talk.html), a drop-in consultation service at convenient locations and hours around campus.

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Course Schedule Summer Mini Session 2022

Ghemawat, Pankaj. Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter. Harvard Business School Publications, Cambridge, MA, 2018. (ISBN: 978-1-63369-606-8).

Wall Street Journal recommended during the session.

<u>Class</u>	<u>Topic & Assignment</u>
16 MAY 2022	Case teams meet via video conferencing (e.g., MS Teams, Zoom, Skype) to prepare their case presentation slides. Course handouts emailed to students and posted on Blackboard. Ghemawat, preface, introduction, parts one and two.
18 MAY	Case presentation slides due 10 PM. (Email to: Keller@uh.edu .)
19-21 MAY	Intel's Site Selection Decision in Latin America. Case open for online discussion and reply period.
22-24 MAY	Enron and the Dabhol Power Company. Case open for online discussion and reply period.
25-27 MAY	Andreas Keller in China. Case open for online discussion and reply period.
28-30 MAY	Costco Wholesale Corporation: Market Expansion and Global Strategy. Case open for online discussion and reply period.
31 MAY-2 JUN	Qualtrics: Rapid International Expansion. Case open for online discussion and reply period.
4 JUN	TAKE-HOME EXAM DUE 10 PM (Email to: Keller@uh.edu)

The statements below are required by UH, with thanks to their lawyers.

Required Language for All Courses Summer 2022

COVID-19 Information

Students are encouraged to visit the University's [COVID-19](#) website for important information including on-campus testing, vaccines, diagnosis and symptom protocols, campus cleaning and safety practices, report forms, and positive cases on campus. Please check the website throughout the semester for updates.

Vaccinations

Data suggests that vaccination remains the best intervention for reliable protection against COVID-19. Students are asked to familiarize themselves with pertinent [vaccine information](#), consult with their health care provider. The University strongly encourages all students, faculty and staff to be vaccinated.

Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of

Students Office and may result in disciplinary action.

Syllabus Changes

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible.

Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Blackboard; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

UH Email

Please check and use your CougarNet email for communications related to this course. To access this email, [login](#) to your Microsoft 365 account with your CougarNet credentials.

Webcams

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on (*state when webcams are required to be on and the academic basis for requiring them to be on*).
(*Example: Webcams must be turned on during exams to ensure the academic integrity of exam administration.*)

Honor Code Statement

Students may be asked to sign an honor code statement as part of their submission of any graded work including but not limited to projects, quizzes, and exams: “ *I understand and agree to abide by the provisions in the (select: [University of Houston Undergraduate Academic Honesty Policy](#), [University of Houston Graduate Academic Honesty Policy](#)). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston.*”