

**The University of Hong Kong
School of Business**

**BUSI 0032 Multinational Corporations¹
2nd Semester 2008-2009**

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Course Description

This course is designed to broaden students' understanding of the issues related to the management of multinational corporations. The emphasis is on the global business environment and its impact on multinational corporations' strategy, structure, and functions. The main objectives are to discuss the political, economic, and cultural environments in which multinational corporations operate; to examine the strategies that multinational corporations adopt to compete in a global market; to identify the structural solutions for maintaining control over foreign operations; and to discuss human resources management in the international context.

Learning Outcomes

By the end of the course, students will be able to:

- Explain the challenges and opportunities that multinational corporations face in a global environment
- Develop cultural sensitivity to manage daily operations in foreign subsidiaries
- Design and implement global strategies
- Develop skills necessary to conduct effective cross-national negotiation
- Explain how to motivate employees in a cross-cultural context
- Identify the key competencies needed to be a global leader

Prerequisite

The prerequisite for this course is BUSI1007 Principles of Management or equivalent.

¹ The full version of the course outline will be handed out in the first class. Please note that the syllabus may be changed at the instructor's discretion.

Course Readings

- The required text is Deresky, H. *International Management*, Upper Saddle River, N.J.: Pearson Prentice-Hall.
- Supplementary readings will be handed out in class.
- Lecture notes will be posted on the course's website before each class.

Assessment

The assessment is based on group assignments, class participation, and case write-up. The weights of the components in determining the final grade are:

A. Group assignments:		50%
Presentation	25%	
Written report	25%	
B. Class participation		20%
C. Case write-up		30%

Topics Covered

- A. Global Manager's Environment
 - Political, economic, and legal environment of MNCs
 - Social responsibility of MNCs and ethics
- B. The Cultural Context of Global Management
 - National differences in culture
 - Communicating across cultures
 - Cross-cultural negotiation and decision making
- C. Formulating and Implementing Strategy for International and Global Operations
 - Global Strategy
 - Choosing a mode of entry
 - Managing international strategic alliances
 - Developing coordination and control
- D. Global Human Resources Management
 - Motivation Across Borders
 - Leadership in a cross-cultural context