

**New Mexico Highlands University  
College of Business Administration**

**Doing Business in the Spanish Speaking World  
Summer 2009**

**Professor:**

Dr. Luis Ortiz  
Dual Ph.D. Degree in International Business and Management

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**Office Hours:**

Friday 8:00 a.m. to Noon

**Class Times:**

Monday - Thursday 12:00 p.m. to 7:00 p.m.

**PowerPoint Slides:** Managing People in a Multinational Context

**By:** Peter J. Dowling and Denise E. Welch

**Publisher:** Thomson South-Western

**ISBN/Copyright:** 0-32431-866-9

**Optional Text:** International Dimensions of Organizational Behavior

**By:** Nancy Adler

**Publisher:** Thomson South-Western

**ISBN/Copyright:** 0-324-36074-6

**Course Description:** This course covers the development of international human management and international organizational behavior: This globally-oriented course covers the most current research and trends in international management. It offers comprehensive and integrative cases that require the student to make the decisions and plans necessary for successful cross-cultural management at the strategic and interpersonal level. The course will explore many traditionally domestic management

concepts in a multinational context. The dual portion of this course offers the student a glimpse of the organizational behavior concepts in the international environment. It will extend the student's knowledge beyond the basic HR functions to the area of social human behavior in international business.

### **Teaching Methods:**

The course incorporates three teaching approaches: Internet lectures, discussions and self motivation/self-learning "owning your own behavior". You are expected to come to class having read and thought about topics scheduled for the class sessions. Note that your participation will make the class pleasant and intellectually stimulating, so please do attend every session. You are expected to attend every session. Internet courses require self-motivation and self-leadership. It is very important that you help me to help you to get the most out of this class. We will use Elluminate for this class. Elluminate is among the best products on the market today to help improve the learning environment (a step above the basic chat rooms of the past).

**Philosophy and of Performance Objectives the Course** – Students who successfully complete this course should be able to:

- Articulate the importance of international management to the effectiveness of organizations as demonstrated by class lectures, discussions, book problems and real world exercises.
- Discuss ethical and social responsibility issues important to the business environment and our society.
- Interpret, critically analyze, recommend and defend with supporting evidence feasible courses of action for actual real life work situations in international business management.
- Describe the major factors affecting international human resource management and those in international organizational behavior of individuals and groups within organizations.
- Recognize the interplay of diversity in an organization's environments (internal, external, and global business environment).
- Effectively demonstrate both written and oral communication skills crucial for success in the real world of business (by exams and assignments).
- Demonstrate an ability to engage in constructive criticism and creative solutions of current "International Management" issues.
- Demonstrate computer literacy, critical thinking, class attendance and in-class participation skills.

### **Global Awareness Integration**

The focus of this course is on a general overview of International HR and International OB. Every student will incorporate examples, ideas, thoughts and experiences (self or others) of business in a global basis. The instructor hopes to add to this global awareness

from his experiences in dealing with the maquiladora industry along the Mexico and United States of America's border, public and private organizations in the USA, non-profit organizations in Australia, work in Spain and the service industry in Canada. Organizations that the instructor has worked with include ITESM, University of Salamanca, Invacare, Seagate, Eaton, Bard, Keytronic, TRW, BBB, Lucky Goldstar, CPM, Siemens, Lucent, Delnosa-Delphi, Rey Mex Bra, Bissell, Nokia and Whirlpool.

### **Performance Measures / Exams**

The examinations will cover materials contained in the designated chapters and topics discussed in class as well as assignments. We will discuss the exam's details in class (e.g. reviews). Work turned in late will be penalized by a "Letter Grade per Day".

### **% of Grade Reward System (grading)**

33.3% Real World Assignments (Cases, Group work, Discussion Questions)

33.3% Exams and/or (Essay Answers) Presentation of International Business Topic

33.3% Attendance

100% Total

Grades will be assigned using the following scale:

100 – 90: A

89 – 80 : B

79 – 70: C

69 – 60: D

Below 60: F

### **Attendance**

Registering for this class implies that you know the days (Monday and Thursday) and time this class meets and you accept the responsibility for attending all classes as well as being on time. I expect full and perfect attendance. Look, I understand student life, I too was a student and I know important things sometimes come up. Here is the deal, you have two absent passes. After that, you are hurting your grade by a letter grade.

Excessive tardiness and/or leaving the class early "is" an absence. If you miss classes because of school (SOBA) activities, you should bring a schedule of expected dates of absence and creatively find a way to advance your work via your peers. Again the student will drop a letter grade if he or she has more than **three** absences. Read our Dean's comment/policy below:

**Attendance.** The undergraduate catalog clearly states that class attendance is required:

*Students are expected to attend all class meetings...Excessive absences may be expected to affect a student's grade adversely or even result in an "F". Instructors should make the policies on attendance in each class available in writing to students." (2005-2007 New Mexico Highlands University Undergraduate Catalog, pages 25,26,).*

"The School of Business faculty has adopted a policy, requiring regular attendance. In this class, attendance and participation count for 20 percent of your grade. Everyone starts with 100 points for attendance and participation. You are allowed 1 unexcused absence. After that each unexcused absence will result in the attendance grade being reduced by 10 points. Excused absences require a note from a doctor or nurse or a university official in cases where travel to athletic or other university events is required. Also, prepared participation will be noted and may serve to positively affect a borderline grade."

**Expectations**

We expect you to keep up with your reading assignments, to participate, to be present and on time for all classes. We also expect appropriate and ethical personal conduct from you. Scholastic dishonesty is subject to disciplinary penalties, including possible failure in the course & dismissal from the university. There will be no curving and no make-up exams given.

**ADA Compliance**

If you have a documented disability which will make it difficult for you to carry out the work as outlined and/or if you need special accommodations/assistance due to any disability, please contact the Office of Academic Support. We will make any appropriate accommodations for you.

**People generally remember:**

10% of what they read

20% of what they hear

30% of what they see

50% of what they both see and hear

70% of what is discussed with others

80% of what they personally experience

90% of what they teach others

**Instructor reserves the right to change or alter the course material as deemed necessary as the class progresses.**