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COURSE OVERVIEW

This course addresses several questions: (1) Why do firms expand globally? (2) How do firms expand globally? (3) How does managing a global company differ from managing a domestic company? (4) How do managers cope with the multiple and often conflicting demands they face when managing global operations?

COURSE OBJECTIVES

The central objective of this course is to understand the strategic management of globalization and global companies. We will examine how, and why, firms decide to participate in foreign markets, and how firms can become successful once they globalize their businesses. We will also examine how individuals manage business activities effectively in globally-active firms.

This course is mainly targeted to help students understand the strategic issues and tradeoffs in a global context and assess the strategic performance of global companies. Consequently, this course is not only pertinent for students who intend to pursue general management careers in large multinationals, but also to those interested in management consulting, investment banking, venture capital, and other careers in the global context where accurate and concise strategic assessments are crucial.

Notice that this is the “course objectives” section and not the “course guarantees” section. This is more than mere semantics. I cannot guarantee that you “learn” anything. It is up to you to take it upon yourself to accomplish that. What I can do is facilitate your learning through lectures, discussions, and exercises. I’m sure I could lecture endlessly, but that would bore the heck out of both of us – so for most of the course I will act in the role of moderator and facilitator – setting up a framework for discussion and guiding the group appropriately. I cannot stress this next point enough, ...you and your classmates *must* actively participate for this course to be a true learning experience!!! Learning goes well beyond memorization and preparation for exams. It is a process – one that is created and enhanced through preparation and class discussion.

COURSE PREREQUISITES

Students are expected to have a familiarity with all of the major functional areas of business such as accounting, finance, marketing, operations management, and organizational analysis. It is also assumed that you understand how those functional areas relate to each other. If you are not sure whether you have taken the proper prerequisite courses for this class, please contact your advisor. In addition to the prerequisites, you are expected to have acquired basic analytical and communication skills. In particular, you should be able to demonstrate high proficiency in reading comprehension, and written and oral presentations.

REQUIRED MATERIALS

There is **one course pack** [denoted CP in the schedule] and **one book** [*Global Vision*, denoted GV in the schedule] that will be used for this course. In addition to the course pack, a number of readings will be posted to NYU Classes. Some of the material I distribute in class will be supplementary, or optional, but unless I specifically state so, assume that readings distributed in class are required.

In order to help you organize, I have appended a one-page schedule to the end of this document. This will inform you of the required reading for each class, which material we are covering, and what assignments are due. Please read the schedule carefully. Make sure you prepare the right readings for every class. As always, I reserve the right to change, switch, or otherwise supplant any reading, case, or written assignment.

COURSE COMMUNICATION

An NYU Classes website has been created for this course. You should check NYU Classes on a regular basis. The course syllabus, group membership information, lecture notes, class discussion questions, assignment information, and general course announcements will all be posted on the site.

COURSE EVALUATION

Course grades will be determined by relative performance on the following course components:

Participation	25%
Individual Assignments	20%
Group Assignments (in class)	15%
Final Group Project	40%
Total	100%

Participation. Woody Allen once said: “90% of success is just showing up.” He’s right!! Show up regularly, treat the class as you would any other professional endeavor, and you have a decent chance of passing this course. Furthermore, in a practice-oriented course such as this one, attendance is absolutely essential. And while I understand that you have to balance classes with interviews and other competing interests, I do expect you to show up for class. I will keep attendance, and I reserve the right to throw a pop quiz to make sure you are in class (and remain in class). There are no excused absences from this class, though consideration will be given to religious holidays, official university engagements, documented serious illnesses, and emergency situations.

Because you must be present in order to participate, I will incorporate attendance into your participation grade. As the course progresses, it will become clear who participates and who does not.

Those who stand out as major contributors will be rewarded with the maximum in participation points. Those who show up in person, but not in mind, will receive very low participation points. Those who do not show up at all will not receive any participation points. To help differentiate among participants and to provide incentive to prepare prior to class, I WILL COLD CALL STUDENTS FREQUENTLY, AND AT RANDOM.

In grading class participation, I will look not just at the quantity, but also the quality of your class contributions. With regard to quality, the dimensions that I look for include:

- Relevance* -- Does the comment bear on the subject at hand?
- Causal Linkage* -- Is the logic of a particular argument traced out?
- Responsiveness* -- Does the comment react in an important way to what someone else has said?
- Analysis* -- Is the reasoning employed consistent and logical?
- Evidence* -- Have data from the case been employed to support the assertions made?
- Importance* -- Does the contribution further our understanding of the issues at hand?
- Clarity* -- Is the comment succinct and understandable? Is it on point or does it wander?

Finally, because this is a discussion-based course in which we will be doing a number of in-class activities, attendance is critical. **Should you miss more than 25% of the class sessions, you will not be able to receive an A in the class, and you will be required to complete make-up work in order to pass the course. The make-up work will require you to: (1) watch the videos for the sessions you missed; and (2) submit a write-up based on the video. If you do not complete the make-up work, you will receive a failing grade. Moreover, should you miss 33% (or more) of the class sessions, you will not be able to pass the course.**

Individual Assignments. You are required to complete two (2) individual assignments [IA]. The individual assignments will typically ask you to evaluate a managerial situation or to think critically about elements of the course. Try to go beyond simple summaries to demonstrate thoughtful analysis. Details about the specific assignments will be posted to NYU Classes (see below for details).

Policies for IA assignments:

1. Late IA assignments will not be accepted. No excuses, no exceptions.
2. IA assignments must be no longer than two, single-spaced pages.
3. IA assignments must be typed in 12-point font with one-inch margins.

Group Assignments [GA]. We will have group work in this class. Each group will consist of 5 members (no exceptions). These groups will remain intact for the duration of the course. There are two types of Group Assignments in this class: In-class Group Assignments and a Final Group Project.

In-class Group Assignments. In-class Group Assignments will consist of activities that you will perform in class with a deliverable to be handed in at the end of the class. Details and instructions will be provided in class.

Final Group Project. You are required to complete one (1) final group project. The Final Group Project is an original project that will draw upon the material that we cover in class. You will be required to produce an intermediate deliverable (progress report) and perform numerical analyses for your Final Group Project. Your final deliverable will include a group presentation and written report. Details and instructions will be shared in class and posted to NYU Classes.

Policies for your Final Group Project:

1. A late Final Project will not be accepted. No excuses, no exceptions.
3. The Final Project must be no longer than ten double-spaced pages, not including exhibits.
3. The Final Project must be typed in 12-point font with one-inch margins.

Final Exam. There is NO final exam in the course.

ACADEMIC INTEGRITY

I consider you all adults, and I will treat you accordingly. I expect you to abide by, and uphold, the NYU Stern Code of Conduct. I trust you will follow University policy and not engage in academic fraud, plagiarism, and/or cheating. As a matter of personal and professional respect, we should not only expect the highest standards of conduct from ourselves, but also from our peers. Violating standards takes away the value and meaning of the educational environment for all of us, and in the event that such a violation occurs, the individual(s) responsible will be subject to University sanctions that may include suspension or expulsion. Furthermore, I reserve the right to disqualify your work as unacceptable and assign a failing mark. So please, don't engage in academic fraud, plagiarism, or cheating! I'm serious, ...don't do it!!

LEARNING DIFFICULTIES

If you have a documented learning disability, please bring it my attention, as I will work with you to create an individualized learning plan. Beyond documented learning disabilities, if you are having any trouble in class (e.g. understanding the material or with a particular assignment), I want to know about it as soon as possible. I will do my best to help students who, despite a sincere and solid effort, are experiencing difficulty. It is in your best interest to inform me well before an assignment is due, and certainly well before the end of the semester, if you are having problems in class. It is usually too late for me to do anything if you report learning difficulties after the fact!

FAIRNESS IN GRADING

I hereby declare that I will make a determined effort to ensure that all assignments are graded fairly based on the quality of each student's work. If after careful consideration you are thoroughly convinced that a particular grade of yours should be reviewed and potentially revised, you must first provide me with written justification of your assessment. I will then determine whether your request is plausibly justified. If justified, and if and only if I determine that the number of points involved is large enough that it could change your letter grade, then I will review your complete assignment again at the end of the semester.

LAPTOPS, CELL PHONES, SMARTPHONES, RECORDERS, AND OTHER DEVICES...

...may not be used in class unless stated otherwise.

Now that I'm done with my rant about policy, grading, and other stuff – I really hope you enjoy taking this class as much as I enjoy teaching it. I subscribe to the school of thought that learning can and should be fun, ...so let's work, laugh, and learn together.

COURSE SCHEDULE - FALL 2020

Session	Date	Prep Materials	Due
1	9/3	Course Introduction and Overview	
2	9/8	Global Footprint (NO READING)	
3	9/10	Activity: Rip from Headlines (Global Expansion, NO READING)	GA
4	9/15	Discussion: Liability of Foreignness (GV: Chapter 1)	
5	9/17	American Factory Part I (NO READING)	
6	9/22	American Factory Part II (NO READING)	
7	9/24	Discussion/Activity: Globalization Decisions (GV: Chapters 2 and 3)	GA
8	9/29	Discussion: Why/When Go Abroad? (CC: Foreign acquisitions; When not to go)	
9	10/1	Logoplaste: Global Growing Challenges (CP)	IA
10	10/6	Discussion: Cultural Environment (GV: Chapter 6)	
11	10/8	Four Seasons Goes to Paris (CP)	
12	10/13	Discussion: Political and Economic Environments (GV: Chapters 4 and 5)	
13	10/15	AES Telasi: Power Trip or Power Play? (***CASE ON NYU CLASSES***)	
14	10/20	AES Telasi: Power Trip or Power Play? (Continued)	
15	10/22	Discussion: Pricing Institutional Risk (GV: Chapters 7 and 8)	
16	10/27	Group Exercise: Pricing Institutional Risk (NO READING)	GA
17	10/29	Discussion: Entry Mode (GV: Chapter 9)	
18	11/3	Activity: Rip from Headlines (Entry Mode, NO READING)	GA
19	11/5	NO CLASS! (GROUP PROJECT MEETING DAY)	
20	11/10	NO CLASS! (GROUP PROJECT MEETING DAY)	GA
21	11/12	Discussion: Acquisitions/Mergers (CP: The dubious logic)	
22	11/17	Activity: Rip from the Headlines (Managing the MNC, NO READING)	GA
23	11/29	Discussion: Managing the MNC (CP: Globalization of markets; Managing differences)	
24	11/24	Activity: Rip from the Headlines (Globalization, NO READING)	GA
25	12/1	Group Project Presentation Day 01	
26	12/3	Group Project Presentation Day 02	
27	12/8	Group Project Presentation Day 03	
28	12/10	Course/Group Project Review	IA