Lerner College of Business and Economics
BUAD 841
Managing The Global Enterprise

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Course Overview
In this course, students learn about as well as analyze, assess, and engage some of the complex issues managers face when doing business internationally. This class explicitly focuses on the operation and management of an international enterprise, ranging from entrepreneurial born global to large multinational corporations. Course materials engage several core topics, notably globalization and society, international strategy, international entry mode and collaboration, global marketing, and international human resource management. The online version of this course taps a range of technologies to give students an in-depth understanding of each topic through simulations, surveys, videos, and discussions.

Course Objectives
• Understand the core issues that impact the operation and management of a multinational enterprise.
• Learn concepts and tools to analyze and evaluate the management and operations of global firms.
• Gain skills in using technologies that will be necessary in a business career.
• Leverage the potential of online technologies to deliver and deliver an engaging, flexible, and asynchronous learning experience.
• Develop an applied project that translates your understanding of the theoretical structure of international business management to an actual business project, business proposal, or, depending upon your interest, a highly specialized activity.

Core Topics:
The primary modules of this course, in sequence, engage a core subject in Managing the Global Enterprise. Specifically, this course highlights the topics of
  o Globalization and Society
  o Strategy of International Business
  o Direct Investment and Collaborative Strategies
  o Marketing Globally
  o International Human Resource Management
For each of the core modules, you will read a chapter in the text and complete the following:
  • Foundation Quizzes
    o Take a low-stakes quiz at the beginning of each module
    o Learn what you will learn in the upcoming module
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• Multimedia Activities
  o Engage in assigned readings / cases
  o View assigned video clips
  o Take a quiz on the material

• Chapter Quizzes
  o Core Concepts Check (CCC)
  o Critical Thinking Scenarios (CTS)

• Perspective and Reflection Discussion Board Activity
  o Post your module reflection on a Discussion Board
  o Engage with your classmates by peer reviewing their discussion board posts

• Simulation Exercises
  o Several modules contain simulation exercises in which you have the opportunity to engage with real life examples of the topics covered in the course.

Business Project
The final phase of this course asked you to develop a business plan/proposal or dependent upon your particular professional circumstances, a highly specialized, focused business project. The goal is fairly straightforward; you will develop a business plan of some sort conveys your business goals, the strategies you'll use to meet them, potential problems that may confront your business and ways to solve them, and the structure and processes that you will apply, all within the context of managing an activity in the global business environment.

Procedural Advisory: Asynchronicity and the Testing Effect
Given ongoing guidelines, many assignments and assessments are asynchronous—that is, you decide when and where to engage it. Also, the class design purposely capitalizes on the potential of online technology to support the testing effect; operationally, this translates into students having the option to take and, if inclined, retake many assessments, albeit with different questions, to improve their understanding and maximize the performance.

All assessments are taken online wherever the student prefers. There is no need to visit a testing center.