

International Management

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The course aims to give the students a thorough understanding of the theory and practice of managing an international operation. It will therefore focus on necessary facilities, human and financial resources and the influences of individual, country and business cultural situations. Lectures will examine the differing types of overseas operations including

Representative Offices, Shared service Centres, Manufacturing plants, Research and Development facilities, and Overseas Head Quarters.

Challenges of overseas management will be explored including strategic control and growth options, acquisitions, joint ventures, green field investments and specific consideration of foreign business implementation, location decision making, budgeting and reporting, employment of Foreign Nationals, secondment of expat employees, dealing with Foreign Governments, Financial support, Taxation issues, Marketing and public relations overseas, and remote management techniques.

A comparison of different organisational attitudes to overseas operations including cost center versus profit center.

The Course will investigate the Managers role in bridging the cultural gap between the parent operation, overseas customers and service providers, and overseas foreign employees.

The role of Foreign Governments in supporting overseas operations will be reviewed.

The course will also look at the life cycles of overseas operations and entrance and exit strategies.

Using real life situations involving seminars and AV materials from Global Companies the course will evaluate case studies of overseas operations and control including -

The Japanese invasion of EU markets

The Korean and Taiwanese false dawn in Western Europe

Case studies of American operations in Europe

Market research case studies of Western operations in Asian and American markets

Students will be required to prepare and deliver an AV presentation on how they would establish and effectively manage an overseas operation of their own.