

INTER AMERICAN UNIVERSITY OF PUERTO RICO  
METROPOLITAN CAMPUS  
ECONOMICS AND ADMINISTRATIVE SCIENCES FACULTY  
MASTER IN INTERNATIONAL BUSINESS PROGRAM

**COURSE SYLLABUS**

**I. GENERAL INFORMATION**

|                  |   |                          |
|------------------|---|--------------------------|
| COURSE TITLE     | : | International Operations |
| CODE AND NUMBER  | : | BADM 6295                |
| CREDITS          | : | 3                        |
| ACADEMIC TERM    | : |                          |
| PROFESSOR        | : |                          |
| OFFICE HOURS     | : |                          |
| OFFICE TELEPHONE | : |                          |
| ELECTRONIC MAIL  | : |                          |

**II. DESCRIPTION**

Aspects of operations management in a global environment. Analysis of the production systems, chain of international supplies and strategies of operation competitiveness at the global level. Emphasis on global communication systems, resource allocation, capital investment and facility planning in a multinational environment.

**III. OBJECTIVES**

Upon completion of the course, will be able to:

1. Discuss the importance of international operations in contemporary business practice.
2. Differentiate opportunities to significantly improve business performance through the appropriate use of international operations.
3. Apply international operations for competitive business advantage.
4. Investigate about the different forces affecting an international operation, in particular the cultural, fiscal, legal, environmental, distributive, socio-economics and political forces.
5. Analyze the elements affecting the supply chain in a global environment.
6. Examine the major business issues when operating in Europe, India, China, South America, and Africa.

7. Contrast the different types of international operations and problems faced with the globalization of operations.
8. Predict the effects of marketing in a global operation.
9. Interpret the importance on how government policies affect international operations.
10. Analyze the selection of international operation sites.
11. Discuss risk management and asset protection in an international operation setting.
12. Defend the importance of an ethical responsibility in an international environment.

#### **IV. COURSE CONTENT**

- A. The growth of international business operations and enterprise globalization.
- B. The global operation as a strategic option for business.
- C. Strategy considerations
- D. Forms of Operations.
- E. National Differences Facing Operations.
- F. Linkages Among Countries.
- G. Stakeholders: Their Concerns and Actions.
- H. Global Manufacturing and Supply Chain Management.
- I. International Marketing.
- J. Payments and Collections.
- K. Risk Management and Asset Protection.
- L. Choosing Where to Operate.
- M. Managing Operations.
- N. Ethical and Socially Responsible Behavior.

#### **V. ACTIVITIES**

1. Lectures
2. Case Studies
3. Supplementary readings
4. Internet searches
5. Audiovisual Support: Power Point presentations, videos
6. Presentation and discussion of relevant academic journal or trade journal articles

## **VI. EVALUATION**

Required activities to achieve course objective should include various pedagogical activities such as, homework, presentations, short quizzes, partial examinations and interactive participation. It is highly recommended the utilization of the Blackboard platform as a support system for the course. Assessment techniques should be applied at professor discretion.

## **VII. SPECIAL NOTES**

### **1) Special Accommodations**

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro's Student Center.

### **2) Plagiarism**

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student's Rules and Regulations handbook.

INTER AMERICAN UNIVERSITY HAS VERY STRICT REGULATIONS REGARDING PLAGIARISM (USING THE IDEAS OR WORDS OF OTHERS WITHOUT GIVING PROPER CREDIT), SO IT IS IMPORTANT THAT YOU SPECIFICALLY READ CHAPTER 5, ARTICLE 1, SECTION B.2C OF THE STUDENT' RULES AND REGULATIONS HANDBOOK. THIS SECTION CLEARLY EXPLAINS WHAT PLAGIARISM IS. IN ADDITION, IT EXPLAINS THE TYPES OF SANCTIONS STUDENTS ARE EXPOSED TO WHEN THEY COMMIT IT.

### **3) USE OF ELECTRONIC DEVICES**

CELLULAR (MOBILE) TELEPHONES AND ANY OTHER ELECTRONIC DEVICE THAT COULD INTERRUPT THE TEACHING-LEARNING PROCESS OR DISRUPT A MILIEU FAVORABLE FOR ACADEMIC EXCELLENCE WILL BE DEACTIVATED. CRITICAL SITUATIONS WILL BE DEALT WITH IN AN APPROPRIATE MANNER. THE USE OF ELECTRONIC DEVICES THAT PERMIT THE ACCESSING, STORING OR SENDING OF DATA DURING TESTS OR EXAMINATIONS IS PROHIBITED.

## VIII. RESOURCES

### Required Textbook

Daniels, Radebaugh, and Sullivan (2002). *Globalization and Business*. New York: Prentice Hall.

Ball, D., Geringer, M., Minor, M., & McNett, J. (2009). *International Business: The Challenge of Global Competition w/ CESIM access card*. (12<sup>th</sup> Ed.) New Yor: McGraw-Hill/Irwin

## IX. ACTUAL AND CLASSIC BIBLIOGRAPHY

### Suggested Bibliography

Dornier, P., Ernst, R., Fender, M. and Kouvelis, P. (1998). *Global Operations and Logistics: Text and Cases*. New York: John Wiley and Sons.

Flaherty, M.T. (1996). *Global Operations Management*. New York: McGraw Hill.

Pohlman Randolph A. & Gardiner, Gareth S. (2000). *Value Driven Management*. New York: AMACON.

Reid, R. Dan & Sanders, Nada R. (2008). *Operations Management and Integrated Approach*. (3<sup>nd</sup>. Ed.) New York: John Wiley and Sons.

Russell R.A & Taylor, B.W.. (2007). *Operations Management* (5<sup>th</sup>. ed.). John Wiley and Sons.

### SOME CLASSIC JOURNAL ARTICLES ON INTERNATIONAL OPERATIONS

Barnes, C.R. (1997). Lowering costs through distribution network planning. **Industrial Management**, Vol. 39 No. 5, pp. 28-31.

Bradley, P. (1996). 1996: meeting the supply chain's demand. **Logistics Management**, Vol. 35 No. 11, pp. 37-41.

Ellram, L. (1990). Global supply chain management: the industrial organization perspective. **International Journal of Physical Distribution & Logistics Management**, Vol. 21 No. 1, pp. 13-22.

Kopczak, L.R. (1997). Logistics partnerships and supply chain restructuring: survey results from the US computer industry, **Production and Operations Management**, Vol. 6 No. 3, pp.226-7.

Parker, D.W. (1994). Logistics management: cornerstone to sustainable competitive. **Management Services**, Vol. 38 No. 1, pp. 10-18.

Stevens, G. (1990). Successful global supply chain management, **Management Decision**, Vol. 28 No. 8, pp. 25-30.

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