

**Course Profile**  
**Department of Management / International Trade Program**

Course Number : <b>MAN 391</b>	Course Title : <b>Multinational Corporations</b>
Required / Elective : <b>Required</b>	Pre / Co-requisites : -
Catalog Description: Global and Regional Strategic Management of Multinational enterprises, regional and global theories , profiles of leading multinationals , barriers to global expansion of industries with special emphasis on retail , banking, pharmaceuticals , chemical and automotive industries.	Textbook / Required Material : Alan M. Rugman, The Regional Multinationals, MNEs and Global Strategic Management, Cambridge University Press, 2005.
Course Structure / Schedule : <b>(3+0+0) 3 / 6 ECTS</b>	
Extended Description : Upon completion of this course, students will be able to gain an appreciation for basic concepts of global and regional strategic management of multinational enterprises and make critical judgments on the issues.	
Design content : None	Computer usage:
<p>Course Outcomes: [relevant program outcomes in brackets]:</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the different political, legal, and economic systems and technological forces in the international environment and their impact on MNC management. [1,2,7]</li> <li>2. Assess the drivers and consequences of globalization, its impact on specific regions, and the emerging concerns about its mixed influences on countries around the world.[1,7]</li> <li>3. Describe the concept of “national culture” and explain how the culture of one group of people can be distinguished from that of another, and the implications of these differences for MNCs. [1,7]</li> <li>4. Integrate and apply the basic elements of international strategic management, including the pressures and cost/benefits of strategies that emphasize global integration versus local adaptation; describe the specialized strategies required for entering foreign markets.[1,7,8]</li> <li>5. Explain the mechanisms for ensuring effective control and decisionmaking in MNCs. [8]</li> <li>6. Identify opportunities and problems faced by top management of MNCs. [6,7]</li> <li>7. Develop a conceptual framework for the analysis, evaluation and development of goals and strategy for organizations in a global context.[1,2,8]</li> </ol>	
Recommended reading:	
Teaching methods: The course will be a combination of lecture and class discussion/interaction. Learning requires considerable preparation by students. The preparation consists of reading assigned chapters every week and presenting a term paper during the semester. Each group of student is required to complete a term paper on an MNC.	

Assessment methods:

Midterms: .... % 40

Final Examination: ... % 40

Project and Presentation. : % 20

Make-up exams will be given within a week after the midterm if notification is presented (if a student is ill on exam day, verification must be given by health services or a doctor).

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	15	3	45
Lectures	15	3	45
Team work	10	2	20
In Class-case studies	10	2	20
Case studies	10	1	10
Project and Presentation	1	10	10

TOTAL: 150 Hours / 25 = 6 ECTS

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