

MGNT 4625: International Management

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Office Hrs: T R 7:30-11:00am, 1:30-2:00pm, 3:30-4:30pm

Textbook: International Business: Opportunities and Challenges in a Flattening World v. 1.0.4, by Carpenter and Dunung. Electronic book from FlatWorld Knowledge available at: <https://students.flatworldknowledge.com/course/2314855>



OVERVIEW

Prerequisite: MGNT 3600 or equivalent

Course Description and Objectives

The course is intended to help students gain a better understanding of successful international management practices. The course's primary objective is to explore issues surrounding international management and global competitiveness. We will consider some important issues that should be accounted for in international management such as the nature of international competition, cultural differences across countries, and the influences of financial, environmental, socio-cultural, political, and economic forces on the practices of multinational enterprises.

Learning Objective

1. Have a broad based knowledge of the economic, business, and trade environment in different countries / areas of the world and how they are linked. (BBA 4)
2. Be able to gather and analyze trade and business information about specific countries from various government and private sources, and to communicate this information effectively in oral presentations and in writing. (BBA 1)
3. Have some knowledge about how basic business concepts and theories in all the different functional areas of business can be interpreted and applied in terms of international business situations. (BBA 4, BBA 6)
4. Be able to analyze international business situations and to recognize how diversity, globalization, and multicultural considerations affect organizational environments and strategic plans. (BBA 5)

Expectations and Responsibilities of students

Professional value and Integrity

Students are expected to:

- Know and understand the UWG Honor Code
- Treat others with respect and fairness with an appreciation for cultural diversity
- Adopt a professional attitude in speech and actions

Classroom Conduct

It is expected, but not mandated, that you regularly attend class. All material discussed in class and contained in the text/handouts/videos is subject to inclusion on quizzes/tests. Attendance is required for exams, quizzes, team or individual presentations, case studies, and guest speakers. When attending class, students are expected to:

- Arrive on time (I reserve the right to reduce your grade for habitual tardiness)
- Be prepared
- Ask questions and make comments on the material
- Be considerate of others
- Refrain from sleeping or chattering excessively
- Silence cell phones

Other Course Policies

- Indicate your section and full name on all written assignments and presentations, even those submitted through email and CourseDen.
- Email has become a popular communication mode, yet many emails are far too informal for business communication (i.e., unpunctuated, sloppily written, and using greetings such as 'Hey'). Because of this, all email correspondence must be of professional quality (see document posted in the START HERE folder of CourseDen).
- It is the student's responsibility to access all content posted on CourseDen and emailed to the student.
- Unforeseen changes in the syllabus and assignments will be announced in CourseDen email.
- It is the student's responsibility to regularly check their CourseDen email.
- Missing the first graded assignments is grounds for being dropped from the course.

QUALITY OF SUBMISSIONS

Any assignment submitted for a grade must be accurate in terms of format, grammar, punctuation, and spelling. I use the "rule of three" when grading all assignments: if I find three or more errors, the assignment will receive a 0 grade and the student will **not** have the opportunity to correct and resubmit the assignment. Please carefully proofread all content prior to submitting it to me.

Also, be aware of the following:

- Written assignments should be typed. Use 12 point Times New Roman font, 1-inch margins, and single space.
- Written assignments should be professionally formatted.
- Submit all assignments in Dropbox on CourseDen.
- Staple all multi-page assignments that are submitted in hard copy (i.e. PowerPoint slides for debate project).
- Late assignments will receive a grade of "0" unless appealed directly in advance. Do not expect positive appeals. Timeliness is one of the most important aspects of business.

COURSE SCHEDULE

The following schedule is subject to revisions. Lecture slides and articles will be posted on CourseDen.

Date	Day	Text Ch	Topic	Assignments Due*
1/6	TU		Class Intro	
1/8	TH	1	Introduction to Intl Management	
1/13	TU	2, 3	Economic Integration / Intl Trade	HW1: Globalization article
1/15	TH	2, 3	Economic Integration / Intl Trade	HW2: Georgia Department of Economic Development
1/20	TU	4	International Expansion	HW3: Zara Case
1/22	TH		Test 1 - The current environment	
1/27	TU	5	Culture – Hofstede	HW4: (TED) East vs. West
1/29	TH	5	Culture – Hall	
2/3	TU	5	Culture – Communication	
2/5	TH		No class – Debate team day (I will be on campus to answer any questions)	
2/10	TU	5	Culture 4 - Ethics	Checkpoint: 2-page executive summary of debate project due HW5: How to combat modern slavery
2/12	TH	5	Culture and business	HW6: International commercial
2/17	TU	6	Talent Mgnt – Selection	
2/19	TH	6	Talent Mgnt – Expatriate	HW7: Expat moving checklist
2/24	TU	6	Talent Mgnt – Expatriate	
2/26	TH	6	Talent Mgnt – Foreign assignment	Interview foreigner assignment
3/3	TU		Test 2 - A Changing world: Adapting & understanding	
3/5	TH	7	Foreign Mkt Entry – Non-ownership	
3/10	TU	7	Foreign Mkt Entry – Ownership	
3/12	TH	7	Foreign Mkt Entry – Entry in practice	
3/17	TU		No class - spring break	
3/19	TH		No class - spring break	
3/24	TU	7	Foreign Mkt Entry – Distribution and sourcing	
3/26	TH	8	Innovation	
3/31	TU	8	Innovation – Bottom of pyramid	HW8: (TED) Aid for Africa video
4/2	TH		Test 3 - Managing the foreign entity	
4/7	TU		Debates	Teams 1 & 2
4/9	TH		Debates	Teams 3 & 4
4/14	TU		Debates	Teams 5 & 6
4/16	TH		Debates	Teams 7 & 8

--- Dates in shade are mandatory attendance ---

*All assignments are due in CourseDen Dropbox by 11:59pm on submission date

GRADES

Grade Composition	
Homework	15%
Interview foreigner	10%
Debate project	20%
Test 1	15%
Tests 2 & 3	20% each

Grade Scale	
A	90.0 – 100%
B	80.0 – 89.9%
C	70.0 – 79.9%
D	60.0 – 69.9%
F	0 – 59.9%

Assignment	Detail
Homework (15%)	There will be eight homework assignments. Assignments are due by 11:59pm on the stated due date . Late submissions will not be accepted. Homework must be typed. No handwritten submissions will receive credit. For assignment detail, see the Assignments folder on CourseDen.
Interview foreigner (10%)	Each student will interview an international student, faculty, or businessperson regarding his/her experience in the U.S. Foreign students should select someone to interview who is from a different country than their own. Interview summaries are due in Dropbox on Feb 26 by 11:59pm . For assignment detail, see the Assignments folder on CourseDen.
Debate Project (20%)	<p>I will separate the class into teams of about 3-4 persons. Two teams will be assigned the same current international topic but opposite points of view. Each team will present their points of view and then debate the topic. Deliverable: PowerPoint /Prezi slides and a list of 5 questions for your rival team. Both items are due to me at class start time <u>electronically</u> (email) <i>and</i> in <u>hard copy</u>.</p> <p>A handout detailing the specific information to cover will be provided in class.</p> <p>A note about teams: <i>Each team member will perform a short evaluation of the other team members. These peer evaluations should reflect the contributions of each team member. Based on peer evaluations, appropriate adjustments to individual grades will be made where necessary. In some cases, these adjustments can be severe. BEWARE: If you receive an average grade of F from your peers, you automatically fail the course. I recommend you try to keep your team members happy by contributing your share to the group project.</i></p>
Tests (55%)	<p>Tests will normally contain multiple choice, true/false, and short essay questions. Tests draw on everything we cover in the course, including presentations, slides, textbook, class discussions, videos, and guest speakers. <u>Additionally, students are responsible for content in the book and posted presentations regardless of whether the information is covered in class.</u></p> <p>Test Make-Up Policy: There will be no make-up for exams except for the reasons listed below. Unexcused absences from an exam will result in a zero score. An excused exam absence is defined by one of the following:</p> <ol style="list-style-type: none"> 1. University-sanctioned activity. Written, verifiable notification of the activity must be provided and validated by the instructor at least 72 hours prior to the scheduled exam. 2. Verified medical absence. A written and verifiable note must be presented to me no more than 72 hours after the exam. The note must say that you were physically unable to take the exam at the scheduled time due to the nature of your illness. 3. Other hardship cases provided that you have obtained the required approval of the university.
Extra Credit	I generally avoid the topic of extra credit with one exception. I will reward anyone for identifying errors in the documents posted on CourseDen at the rate of 3 pts per error (max 9 pts per document) on the next exam for the first student to point out the error. If you notice an error in spelling, grammar, punctuation, or date, please bring it to my attention. However, please note the “rule of three” above as I will be scrutinizing your documents with equal rigor.

The instructor reserves the right to modify the grade scale, graded items, and content of class as necessary.

HONOR CODE and DISABILITIES

The Honor Code

At the University of West Georgia we believe that academic and personal integrity are based upon honesty, trust, fairness, respect and responsibility.

Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

Definitions:

- Plagiarism - “representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged”
- Cheating - “using or attempting to use unauthorized materials, information or study aids”
- Fabrication - “falsification or unauthorized invention of any information or citation”

Penalties for Breach of Academic Integrity

Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of penalties including but not limited to failing the assignment, failing the course, and referral to Office of the Vice President for Academic Affairs.

NOTE: Violations of the academic honesty policy may result in expulsion from the University.

Further details regarding Student Conduct can be found in Appendix A of the UWG Connection and Student Handbook.

Americans with Disabilities Act

If you are a student who is disabled as defined under the Americans with Disabilities Act and requires assistance or support services, please seek assistance through the Center for Disability Services. A CDS Counselor will coordinate those services. See <http://www.westga.edu/~dservice/>.

Students with disabilities needing academic accommodation should:

1. Register with and provide documentation to the Coordinators of Disability Services in the Student Development Center
2. Bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class.

This syllabus and other class materials are available in alternative format upon request. Further details regarding student disabilities can be found in the Student Handbook.

OTHER

Student Rights and Responsibilities: Please carefully review the information at the following link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

Credit Hour Policy (3 credit hours): For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

TEXTBOOK DETAILS

Book Title: International Business: Opportunities and Challenges in a Flattening World, v1.0.4

Authors: Mason A. Carpenter and Sanjyot P. Dunung

EISBN: 978-1-4533-6428-4

Institution: University of West Georgia

Course Title: International Management

Course Number: MGNT 4625

Accessing the book

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