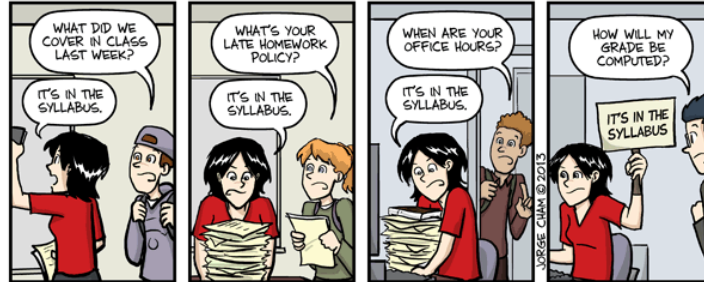


MGNT 4625: International Management

Instructor: John Upson, Ph.D.
Room 2218, Miller Hall
Phone: 678-839-4835
jupson@westga.edu (preferred communication)

Office Hrs: T & TH 7:30-11:30am, 1:00-2:00pm

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/2477591>



OVERVIEW

Prerequisite: MGNT 3600 or equivalent

Course Description and Objectives

This is an online course. However, students are required to take two proctored exams during the semester on the UWG Carrollton campus or an approved proctoring location. 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.

The following technology will be needed for completing this class successfully:

- Access to a personal computer (PC or MAC) with speakers
- High-speed internet service (DSL, Cable, etc.) is strongly recommended. If high-speed internet is not available in your area, contact your instructor immediately. Completion of course requirements will be difficult and cumbersome without high-speed internet service.
- Software requirements: Microsoft Office 2007 or higher (available for free through UWG ITS), Adobe
- Reader, and other potentially required downloads listed in CourseDen (D2L).

Learning Objectives

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

Course Conduct

It is expected, but not mandated, that you access all materials provided for this class including content posted on CourseDen and emailed to you. All material provided is subject to inclusion on quizzes/exams. Attendance is required for two exams as listed on the course schedule. During the semester, students are expected to:

- Complete assignments on time
- Arrive on time to exams
- Ask questions if necessary
- Be considerate of others

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 email.
- It is the student's responsibility to regularly check their email.
- Missing the first graded assignments is grounds for being dropped from the course.

COURSE SCHEDULE

The following schedule is subject to revisions. All content is posted on CourseDen.

Date	Day	Assignments Due*	Associated Academic Content
12-Jan	TU	Class Orientation	
14-Jan	TH	Syllabus Quiz (due 1/14)	START HERE and Assignments folders
19-Jan	TU	HW1: Globalization debate articles	Ch 1
21-Jan	TH	HW2: Georgia Department of Economic Development	Ch 2 & 3
26-Jan	TU	HW3: Zara case	Ch 4
2-Feb	TU	HW4: East vs. West	Ch 5
9-Feb	TU	HW5: International commercial	Ch 5
11-Feb	TH	HW6: How to combat modern slavery	Ch 5
3/1	TU	EXAM 1 5:30-6:50pm UWG Carrollton Campus Miller Hall, room 2201 Student ID and #2 pencil required	Content in CourseDen folders Ch 1 - Ch 5
8-Mar	TU	Exec summary of business plan	
15-Mar	TU	HW7: Expat moving checklist	Ch 6
22-Mar	TU	HW 8: Interview a Foreigner assignment	Ch 6
31-Mar	TH	HW9: Aid for Africa video	Ch 8
19-Apr	TU	Business Plan Project	
26-Apr	TU	EXAM 2 5:30-6:50pm UWG Carrollton Campus Miller Hall, room 2201 Student ID and #2 pencil required	Content in CourseDen folders Ch 6 - Ch 8

--- Dates in shade are mandatory attendance on campus ---

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

GRADES

Grade Composition	
Syllabus quiz	2%
Homework	23%
Business plan	20%
Exam 1	25%
Exam 2	30%

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
Syllabus quiz (2%)	Short online quiz covering the major points of the syllabus. (located in the START HERE folder of CourseDen)
Homework (23%)	There will be nine homework assignments. Assignments are due by 11:59pm on the stated due date . Late submissions will not be accepted. Homework must be typed and must display the student’s name at the top of the document. No handwritten submissions will receive credit. For assignment detail and grade weights, see the Assignments folder on CourseDen.
Business Plan (20%)	Each student will create an international expansion business plan for a firm entering a foreign country to sell a product or service (the firm must not currently have operations in the chosen country). Students must identify the industry the firm competes in and argue persuasively why their plan is achievable. Students should draw heavily from the content of this course when framing arguments. The goal is to apply the various class concepts to “real world” examples while acknowledging the numerous complexities involved in conducting business across borders. An executive summary of the business plan is due on March 8 by 11:59pm . Completed 5-page business plan is due on Apr 19 by 11:59pm . For assignment detail, see the Assignments folder on CourseDen.
Exams (55%)	<p>There are two exams which will be administered on the UWG Carrollton campus as specified above in the course schedule (TU Mar 1 and TU Apr 26 from 5:30-6:50 in Miller Hall rm 2201). Exams will normally contain multiple choice, true/false, and short essay questions and the world map. Tests draw on everything covered in the course, including video presentations, PowerPoint slides, textbook, online discussions, and videos.</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 2 pts per error (max 6 pts per document) on the next exam. If you notice an error in spelling, grammar, punctuation, or date, please bring it to my attention. However, please note the “rule of three” below 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.

QUALITY OF SUBMISSIONS

Any assignment submitted for a grade must clearly display the student’s name at the top of the page. Also, submissions should 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.
- Late assignments will receive a grade of “0” unless appealed in advance. Do not expect positive appeals. Timeliness is one of the most important aspects of business.

SPECIFIC TO ONLINE

Be Responsible

This class is self-paced. Cover the material at your own pace and be ready for the examinations. You can submit homework to Dropbox any time prior to the submission deadline. There is very little planned interaction so if you are confused on any topic, it is your responsibility to raise the question.

Course Content

All lecture videos, PowerPoint slides, class videos (and sometimes summary notes), and exercises are posted on CourseDen. I recommend going through the material in the order that it is posted. I have posted one set of PowerPoint slides for each chapter but broken this down by topic for the video lectures. Be aware that several of the PowerPoint slides include slide builds, so simply printing the slides may not allow you to view all the content on the slides.

CourseDen

The two most important folders on CourseDen are START HERE and Assignments. I suggest you review these first. The other folders are listed by chapter with appropriate contents within and include four types of files as listed below:

PPT slides	The PowerPoint slide for the respective chapter.
Lecture	Video containing the PowerPoint slides and voiceover lecture.
Video	Examples of the chapter's concepts that should help you recognize them in business situations.
Exercise	Interaction with the chapter's concepts that should help you apply them to business situations.

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.

The University of West Georgia maintains a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook.

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/~dserve/>.

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/assets/Dept/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

Simply go to the course URL:

<https://students.flatworldknowledge.com/course/2477591>

Once there, click on "Read This Textbook Online"

Register for an account

Then browse or search for the book

If you lose this URL, simply go to www.flatworldstudents.com and find your class using my name, the course name or institution.

Products and Costs

There are a variety of products to support the learning experience: Black and White or Color printed books, Print it Yourself PDFs, Audio and eReader book formats as well as study aids and homework and quiz services.

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Phone: [877-257-9243](tel:877-257-9243)