

MGNT 4625: International Management

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

Office Hrs: M/W/TR 2:45-5:00pm and by appointment

Textbook: International Business: Opportunities and Challenges in a Flattening World v. 3.0.2, by Carpenter and Dunung. ISBN: 978-1-4533-9554-7. Electronic book from FlatWorld
Knowledge available at:
[Flatworld Knowledge Text Book](#)

OVERVIEW

Prerequisite: MGNT 3600 or equivalent

Credit Hour Policy (3 credit hours): Each week for approximately 15–16 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. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Course Description and Objectives

This is a face-to-face course, meeting twice a week, with some of the course material available on Courseden. 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 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)

Attendance and Conduct

Classroom attendance is strongly recommended. However, roll will not be taken. Note that while you are required to attend only specific days (see syllabus course calendar), you are expected to attend every class session unless classes have been officially canceled by the University or you have a University-sanctioned excuse. If you miss a class, you are responsible for the material covered and announcements made during that class. All material discussed in class and posted on Courseden (lectures / text / handouts / videos) is subject to inclusion on quizzes/exams.

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
- Complete assignments on time

Other Course Policies

- Email is a common mode of business communication, 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.

COMMUNICATION EXPECTATION

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. It is the student’s responsibility to check his or her email.

The Management Department believes in work-life balance for both faculty and students. Faculty will typically respond to student emails within 24 hours. Students should not expect a response during non-business hours, which includes nights, weekends, holidays, and school breaks.

STUDENT RIGHTS AND RESPONSIBILITIES

Please carefully review the information at the following link:

[Common Language for Course Syllabi](#)

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. Information available through this link includes policies regarding the Americans with Disabilities Act, UWG e-mail, credit hours, the honor code, and campus carry.

CONCEALED CARRY STATEMENT

Beginning July 1, 2017, Georgia House Bill 280 permits properly licensed individuals in the State of Georgia to carry a handgun in a concealed manner on property owned or leased by public colleges and universities. However, it is the responsibility of the individual to understand and follow the guidelines set forth by the University System of Georgia. USG guidelines can be found at: [USG Concealed Carry Statement Guidelines](#)

You may also visit our website for help with USG Guidance: [USG Guidance](#)

TEXTBOOK DETAILS

Book Title: International Business: Opportunities and Challenges in a Flattening World, v. 3.0.2

Authors: Mason A. Carpenter and Sanjyot P. Dunung

EISBN: 978-1-4533-9554-7

Institution: University of West Georgia

Course Title: International Management

Course Number: MGNT 4625

Accessing the book at:

[Flatworld Text Book](#)

Once there, click on “Read This Textbook Online”, register for an account, then browse or search for the book

Products and costs

There are various 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.

Customer Support

M-F from 9AM to 5PM (EST); Chat: [Flatworld Help](#); Phone: 877-257-9243

COURSE SCHEDULE

The following schedule is subject to revisions. Assignment, reference material, and articles are posted on Courshedn. Please note that you (the student) are at the center of the learning process. Consequently, achieving positive learning outcomes are fully possible only when you are actively involved in and commit sufficient personal resources to the learning process.

| Date | Day | Ch | Broad Topic | Assigned Content† |
|------|-----|----|---|---|
| | | 1 | Online Content – complete before 6/28 | Video Lecture - Intro to Intl Mgmt Text Ch 1: Globalization debate Video - Friedmen (link) 5:25-8:43 Video - Ghemawat (link) 0:00-5:00 |
| 6/28 | FR | | Intro to International Management | |
| | | 11 | Online Content – complete before 7/1 | Video Lecture – Culture Text Ch 11 Key Methods to Describe Cultures Global business ethics Video - East vs West - The Myths that Mystify Video - Japanese Card Exchange - Wrong way Video - Japanese Card Exchange - Proper way Video - IDG Communications |
| 7/1 | M | | Culture | |
| | | 2 | Online content – complete before 7/2 World Economies | Video Lecture - World Economies Text Ch 2 Country indicators (GPD, HDI, HPI, GDI, and GEM) Developed/Emerging/Developing nations |
| | | 3 | International Trade & Foreign Direct Investment | Video Lecture - Theory of National Advantage Video Lecture - Government Intervention Video Lecture – FDI Text Ch 3 Theory of national advantage Political and legal factors that impact intl Foreign Direct Investment (FDI) |
| | | 4 | Trade Governance | Video Lecture - Trade Governance Text Ch 4: World Trade Organization Video - The European Union Explained |
| 7/2 | Tu | | Current Conditions | HW1 Current Trade Environment: Due at noon |
| | | 5 | Online content – complete before 7/8 Strategy and International Business | Video Lecture – PESTEL Text Ch 5: Importing, outsourcing, offshoring, intl outsourcing PESTEL International Strategy |
| | | 6 | International Expansion | Video Lecture – CAGE Text Ch 6: Five Common International-Expansion Entry Modes CAGE analysis |
| 7/8 | M | | Engaging in International Business | |
| 7/9 | TU | | Exam 1 | |
| | | 7 | Online content – complete before 7/11 Global Sourcing | Video Lecture - Global Sourcing Text Ch 7: What are importing and exporting? Managing export and import Best practices of global sourcing |
| | | 8 | Global Marketing & Distribution | Video Lecture - Global Marketing Text Ch 8: Global Production and Supply-Chain Management |
| 7/11 | TH | | Getting to Market | HW2 Movie Review: Due at noon |
| | | 12 | Online content – complete before 7/15 Talent Management | Video Lecture - Talent Mgmt - Selection Options Video Lecture - Talent Mgmt - Expatriates Video Lecture - Talent Mgmt - Preventing failure Video Lecture - Talent Mgmt – Repatriation Text Ch 12: |

| Date | Day | Ch | Broad Topic | Assigned Content† |
|------|-----|----|---|---|
| | | | | International Staffing and Placement Selection and placement |
| 7/15 | M | | The Expat Role | HW3 Expat Checklist: Due at noon (Bring a copy to class) |
| | | 13 | Online content – complete before 7/18 Innovation | Video Lecture – Innovation Video Lecture - Bottom of the Pyramid Text Ch 13: Where to Locate R&D Activities Innovation for the Bottom of the Pyramid Video - BOP: Arivand Eye Hospital Video - BOP: Annapurna Salt by Hindustan Lever |
| 7/18 | TH | | Exam 2 | |
| 7/22 | M | | Intern Project Discussion | |
| 7/23 | TU | | Intern Project Discussion | |

* Days in shade are on-campus classes. Days not in shade are 'online' days with self-paced content on Courseden. Days in bold are mandatory attendance.

† Assigned content is posted on Courseden or contained below in this syllabus

| Assignment | Description |
|--------------------------------|---|
| Participation | Participation counts for 10% of your grade in this course. Here are the behaviors that help earn full credit on this portion of your grade: <ul style="list-style-type: none"> • asking questions • answering questions • making comments • responding to something another student says • constructively disagreeing with me, the text, or another student |
| Homework | There are three homework assignments. Late submissions, screenshots, and handwritten submissions will not be accepted. Homework must be typed and display the student's name at the top of the document. Full details are provided in the Assignments document. |
| Country Profile Project | Each student will choose an internship they would consider accepting. Prepare a 1200-word profile of a foreign internship opportunity stating why (in generous detail and related to class concepts) the opportunity is attractive to you (That's about 2 single-spaced pages). During the semester, a date will be set for you to discuss your paper with the class. Full details are provided in the Assignments document. |
| Exams | Exams will normally contain multiple choice, short essay questions and the world map. Exams draw on everything we cover in the course, including presentations, slides, discussions, videos, and guest speakers. 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: <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 | To ensure accurate communication, I will reward anyone for identifying errors in class documents (the ones I have created) at a rate of 2 pts per error on the next exam (max 6 pts/exam) for the first student to identify the error. If you see an error in spelling, grammar, punctuation, or date (especially), 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 class schedule, grade scale, graded items, and content of class as necessary.

GRADES

Grade Composition

| <u>Assignment</u> | <u>Grade</u> |
|---------------------------|--------------|
| Participation | 10% |
| Homework | |
| Trade environment | 5% |
| Movie review | 5% |
| Expatriate checklist | 5% |
| Internship Search Project | 25% |
| Exam 1 | 25% |
| Exam 2 | 25% |

Grade Scale

| <u>Letter</u> | <u>Percent</u> |
|---------------|----------------|
| A | 90.0 – 100% |
| B | 80.0 – 89.9% |
| C | 70.0 – 79.9% |
| D | 60.0 – 69.9% |
| F | 0 – 59.9% |

ASSIGNMENT SUBMISSIONS

Success in business generally requires professionalism. Therefore, any assignment submitted for a grade must clearly display the student's name at the top of the page and 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 resubmit the assignment. Carefully proofread all content prior to submission. Also, be aware of the following:

- Indicate your full name and section on all assignments and presentations, even those submitted through email/Courseden.
- Assignments must be typed and professionally formatted (12-pt Times New Roman font, 1-inch margins, and single-space).
- Submit all assignments to Courseden dropbox unless otherwise noted.
- Staple all multi-page assignments that are submitted in hard copy (i.e. PowerPoint slides for team presentation).
- 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.

ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact <https://www.westga.edu/accessibility/>.

Center for Academic Success: The [Center for Academic Success](#) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

University Writing Center: The [University Writing Center](#) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

HONOR CODE

At UWG, 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. UWG 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.

UWG maintains and monitors a confidential Academic Dishonesty Tracking System that collects and reports patterns of repeated student violations across all 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.

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 UWG Honor Code, 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 from verbal warning to suspension/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.

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

Wolf Pact: The Wolf Pact is a commitment by the Richards College of Business family to honesty, integrity, professionalism, accountability for ethical behavior, and to respect for the rights, differences, and dignity of others. We are committed to a culture of academic integrity, where members adhere to our shared values in all academic and non-academic endeavors. We believe these values are essential to student development; whether personal, academic, or professional. Most importantly - establishing yourself as an honest person of integrity, who acts in a professional and ethical manner- will be as important as the academic skills you learn in the Richards College.

OTHER COURSE POLICIES

Online privacy: This course may require you to work with other sites and entities beyond UWG and Courseden (D2L) where some personal information (e.g. your name, affiliation with UWG, or current employment) may be displayed. You have the right to regulate the displaying of information pertaining to yourself on the Internet. If you are uncomfortable displaying information that you deem overly personal, you may take steps to post in a more anonymous manner (such as posting online your first name and last initial only or other pseudonym). You also agree to respect other people's wishes to remain anonymous.

Links to and from third-party sites: There may be links established between this course and other entities and sites on the World Wide Web, Internet or other areas that are not under the control of, nor maintained by your professor or the University of West Georgia (UWG). These links do not necessarily constitute an endorsement by your professor or UWG, and UWG has no obligation to monitor such sites, and the user agrees that neither your professor nor UWG is responsible for the content of such sites or for any technical or other problems associated with any such third-party site, links, or usage.

Syllabus changes: This syllabus provides a general plan for the course. The instructor reserves the right to make changes to the syllabus plan as necessary. Changes will be announced in class.