INSTRUCTOR: John Upson, Ph.D.  
Room 2218, Richards College of Business  
Phone: 678-839-4835  
jupson@westga.edu (preferred communication)  

OFFICE HRS: T TH 7:00-11:00am, 3:00-4:00pm  


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 discuss 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 as 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)  

CLASSROOM ENVIRONMENT  
Much of the class time will be devoted to the discussion of concepts and cases. On normal lecture days, attendance is not required, however, it is strongly recommended as all material discussed in class is fair game on quizzes/tests. Attendance is required for exams, quizzes, team or individual presentations, case studies, and guest speakers. Assuming that you do attend class, please:  
- Be on time (I reserve the right to reduce your grade for habitual tardiness)  
- Be prepared  
- Be considerate of others  
- Expect to participate  
- Do not sleep or chatter excessively  
- Turn cell phones off (not vibrate). The first incoming call will be considered an accident on your part. The second will result in a 10 point reduction of your final grade. If you are expecting an emergency call, please notify me before class.  

OTHER COURSE POLICIES  
- Please indicate your section time and full name on all written assignments and presentations.  
- Email has become a popular communication mode, yet many emails are far too informal for business communication (i.e., unpunctuated and sloppily written). Because of this, all email correspondence must be of professional quality.  
- It is the student’s responsibility to obtain handouts, class notes, and additional assignments. If you are absent, make arrangements with a classmate or me to obtain these materials. Unforeseen changes in the syllabus and assignments will be announced in class and in email. It is the student’s responsibility to regularly check their CourseDen email.  
- Missing the first graded assignments is grounds for begin dropped from the course.
**COURSE SCHEDULE**

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Text Ch.</th>
<th>Topic</th>
<th>Assignments Due*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8</td>
<td>TU</td>
<td>Class Intro</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/10</td>
<td>TH</td>
<td>1</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>1/15</td>
<td>TU</td>
<td>2</td>
<td>Economic Integration</td>
<td></td>
</tr>
<tr>
<td>1/17</td>
<td>TH</td>
<td>3</td>
<td>International Trade</td>
<td></td>
</tr>
<tr>
<td>1/22</td>
<td>TU</td>
<td>3</td>
<td>International Trade 2</td>
<td>Attracting FDI assignment</td>
</tr>
<tr>
<td>1/24</td>
<td>TH</td>
<td>3</td>
<td>International Trade 3</td>
<td></td>
</tr>
<tr>
<td>1/29</td>
<td>TU</td>
<td>4</td>
<td>Culture 1</td>
<td></td>
</tr>
<tr>
<td>1/31</td>
<td>TH</td>
<td>4</td>
<td>Culture 2</td>
<td></td>
</tr>
<tr>
<td>2/5</td>
<td>TU</td>
<td>4</td>
<td>Culture 3</td>
<td></td>
</tr>
<tr>
<td>2/7</td>
<td>TH</td>
<td>4</td>
<td>Culture 4</td>
<td></td>
</tr>
<tr>
<td>2/12</td>
<td>TU</td>
<td></td>
<td>Test 1 - A Changing World and Adapting &amp; Understanding</td>
<td></td>
</tr>
<tr>
<td>2/14</td>
<td>TH</td>
<td>5</td>
<td>Intl Expansion 1</td>
<td></td>
</tr>
<tr>
<td>2/19</td>
<td>TU</td>
<td></td>
<td>Debate 1</td>
<td></td>
</tr>
<tr>
<td>2/21</td>
<td>TH</td>
<td>5</td>
<td>Intl Expansion 2</td>
<td></td>
</tr>
<tr>
<td>2/26</td>
<td>TU</td>
<td></td>
<td>Debate 2</td>
<td></td>
</tr>
<tr>
<td>2/28</td>
<td>TH</td>
<td>6</td>
<td>Foreign Mkt Entry 1</td>
<td></td>
</tr>
<tr>
<td>3/5</td>
<td>TU</td>
<td>6</td>
<td>Foreign Mkt Entry 2</td>
<td></td>
</tr>
<tr>
<td>3/7</td>
<td>TH</td>
<td>6</td>
<td>Foreign Mkt Entry 3</td>
<td>Import/Expnt assignment</td>
</tr>
<tr>
<td>3/12</td>
<td>TU</td>
<td>6</td>
<td>Foreign Mkt Entry 4</td>
<td></td>
</tr>
<tr>
<td>3/14</td>
<td>TH</td>
<td></td>
<td>Test 2 - Doing business abroad</td>
<td></td>
</tr>
<tr>
<td>3/19</td>
<td>TU</td>
<td></td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>3/21</td>
<td>TH</td>
<td></td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>3/26</td>
<td>TU</td>
<td></td>
<td>Debate 3</td>
<td></td>
</tr>
<tr>
<td>3/28</td>
<td>TH</td>
<td>7</td>
<td>Innovation 1</td>
<td></td>
</tr>
<tr>
<td>4/2</td>
<td>TU</td>
<td>7</td>
<td>Innovation 2</td>
<td></td>
</tr>
<tr>
<td>4/4</td>
<td>TH</td>
<td></td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>4/9</td>
<td>TU</td>
<td></td>
<td>Debate 4</td>
<td></td>
</tr>
<tr>
<td>4/11</td>
<td>TH</td>
<td>8</td>
<td>Talent Management 1</td>
<td></td>
</tr>
<tr>
<td>4/16</td>
<td>TU</td>
<td>8</td>
<td>Talent Management 2</td>
<td>Journals</td>
</tr>
<tr>
<td>4/18</td>
<td>TH</td>
<td>8</td>
<td>Talent Management 3</td>
<td>Expatriate assignment</td>
</tr>
<tr>
<td>4/23</td>
<td>TU</td>
<td></td>
<td>Test 3: Managing the foreign entity (Section 01, 11:00-1:30)</td>
<td></td>
</tr>
<tr>
<td>4/25</td>
<td>TH</td>
<td></td>
<td>Test 3: Managing the foreign entity (Section 02, 2:00-4:30)</td>
<td></td>
</tr>
</tbody>
</table>

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

*Other assignments also apply. See page 3.
### GRADES

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Detail</th>
</tr>
</thead>
</table>
| **News Topics**     | Students will be assigned a news topic and date to present a relevant current news article about the topic for class discussion. Students will present a very brief summary (1-2 min) of the article and relate it to international business in at least two ways. Dates and topics will be assigned in class. Grades will be based on:  
1. How well the news article relates to the assigned topic  
2. The student’s ability to relate the news article to international business in at least two ways  
Note: when you present your article, verbally summarize the article, do not read the article. |
| (5%)                |        |
| **Homework**        | There will be three homework assignments. Detail will be provided for each assignment as necessary. Assignments are **due by end of the class period**. Late submissions will not be accepted. |
| (10%)               |        |
| **Journal**         | Students will keep a journal of international news articles sourced online and printed in hard copy.  
- 1 article per week for 13 weeks = 13 articles. Begin the week of Jan 14.  
- Each printed article must include a date or publication.  
- For each article, highlight 3 parts of the article that pertain to this class, and then provide a short handwritten explanation relating these sections to class using class terms.  
- Stable multi-paged articles.  
- Submit articles to me in a folder, not a 3-ring binder.  
- A sample journal is posted on CourseDen.  
- Due by end of the class period TU, April 16. |
| (10%)               |        |
| **Debate**          | I will separate the class into teams of about 4-5 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 slides and a list of 5 questions for your rival team. Both items are due to me at class start time electronically (email) and in hard copy.  
A handout detailing the specific information to cover will be provided in class.  

**A note about Teams:**  
*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. BE AWARE: 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.* |
| (20%)               |        |
| **Tests**           | 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. Additionally, students are responsible for content in the book and posted presentations regardless of whether the information is covered in class.  
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:  
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.  

*The instructor reserves the right to modify the grade scale, graded items, and content of class as necessary.* |
| (55%)               |        |
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.

Other:

- All written assignments should be typed. Use 12 point Times New Roman font, 1” margins, and single space.
- Staple all multi-page assignments.
- 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.

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”

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.
TEXTBOOK DETAILS

Book Title: International Business: Opportunities and Challenges in a Flattening World, v1.0.2  
Authors: Mason A. Carpenter and Sanjyot P. Dunung  
EISBN: 978-1-4533-4559-7  
Institution: University of West Georgia  
Course Title: International Management  
Course Number: MGNT 4625

Accessing the book

Simply go to the course URL:  
http://students.flatworldknowledge.com/course/1226295  
Once there, click on “Read This Textbook Online”  
Register for an account (it’s free)  
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. Prices start at $20.

Customer Support

The answer to many common questions can be found under the Educator FAQ link:  
http://www.flatworldknowledge.com/educator-faqs  
If you still can't find the answer to your question, customer support is available Mon - Fri from 9AM to 5PM (EST).

Contact:  
Chat: http://www.flatworldknowledge.com/contact-us  
Phone: 877-257-9243