**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 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)

**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). I reserve the right to modify grades based on excessive cell phone interruptions.

**Other Course Policies**

- Indicate your section time and full name on all written assignments and presentations, even those submitted through email.
- 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 being dropped from the course.
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>1/7</td>
<td>TU</td>
<td>1</td>
<td>Class Intro</td>
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<tr>
<td>1/9</td>
<td>TH</td>
<td>1</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>1/14</td>
<td>TU</td>
<td>2</td>
<td>Economic Integration</td>
<td>HW: Rise of China video</td>
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<tr>
<td>1/16</td>
<td>TH</td>
<td>3</td>
<td>Intl Trade</td>
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<tr>
<td>1/21</td>
<td>TU</td>
<td>5</td>
<td>Intl Expansion</td>
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<tr>
<td>1/22</td>
<td>TH</td>
<td>5</td>
<td>Intl Expansion 2</td>
<td></td>
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<tr>
<td>1/28</td>
<td>TU</td>
<td>Case</td>
<td></td>
<td>HW: Zara Case</td>
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<tr>
<td>1/30</td>
<td>TH</td>
<td>Presentations 1</td>
<td></td>
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<tr>
<td>2/4</td>
<td>TU</td>
<td></td>
<td>Test 1 - The current environment</td>
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<tr>
<td>2/6</td>
<td>TH</td>
<td>4</td>
<td>Culture 1</td>
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<tr>
<td>2/11</td>
<td>TU</td>
<td>4</td>
<td>Culture 2</td>
<td>HW: East vs. West video</td>
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<tr>
<td>2/13</td>
<td>TH</td>
<td>4</td>
<td>Culture 3</td>
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<tr>
<td>2/18</td>
<td>TU</td>
<td>4</td>
<td>Culture 4</td>
<td>HW: Business Etiquette</td>
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<tr>
<td>2/20</td>
<td>TH</td>
<td>4</td>
<td>Culture 5 - Ethics</td>
<td>HW: Business Etiquette</td>
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<tr>
<td>2/25</td>
<td>TU</td>
<td>Presentations 2</td>
<td></td>
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<tr>
<td>2/27</td>
<td>TH</td>
<td>8</td>
<td>Talent Mgmt 1</td>
<td></td>
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<tr>
<td>3/4</td>
<td>TU</td>
<td>8</td>
<td>Talent Mgmt 2</td>
<td>HW: Why expats fail to make a go abroad</td>
</tr>
<tr>
<td>3/6</td>
<td>TH</td>
<td>8</td>
<td>Talent Mgmt 3</td>
<td>HW: Expatriate Assignment</td>
</tr>
<tr>
<td>3/11</td>
<td>TU</td>
<td>8</td>
<td>Talent Mgmt 4</td>
<td>HW: Expatriate Assignment</td>
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<tr>
<td>3/13</td>
<td>TH</td>
<td></td>
<td>Test 2 - A Changing world: Adapting &amp; understanding</td>
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<tr>
<td>3/18</td>
<td>TU</td>
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<td>Spring Break</td>
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<tr>
<td>3/20</td>
<td>TH</td>
<td></td>
<td>Spring Break</td>
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<tr>
<td>3/25</td>
<td>TU</td>
<td>6</td>
<td>Foreign Mkt Entry 1</td>
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<tr>
<td>3/27</td>
<td>TH</td>
<td>6</td>
<td>Foreign Mkt Entry 2</td>
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<tr>
<td>4/1</td>
<td>TU</td>
<td>6</td>
<td>Foreign Mkt Entry 3</td>
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<tr>
<td>4/3</td>
<td>TH</td>
<td>6</td>
<td>Foreign Mkt Entry 4</td>
<td></td>
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<tr>
<td>4/8</td>
<td>TU</td>
<td></td>
<td>Presentations 3</td>
<td></td>
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<tr>
<td>4/10</td>
<td>TH</td>
<td>7</td>
<td>Innovation 1</td>
<td>HW: Aid for Africa video</td>
</tr>
<tr>
<td>4/15</td>
<td>TU</td>
<td>7</td>
<td>Innovation 2</td>
<td></td>
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<tr>
<td>4/17</td>
<td>TH</td>
<td></td>
<td>Presentations 4</td>
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<td>Test 3 - Managing the foreign entity</td>
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<td>Section 01 (9:30am class): Thursday, Apr 24, 8:00-10:30 am</td>
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<td>Section 02 (5:30pm class): Tuesday, Apr 22, 5:00-7:30 pm</td>
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</table>

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

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

### Grade Composition

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Detail</th>
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</thead>
<tbody>
<tr>
<td>Homework (20%)</td>
<td>There will be seven homework assignments. Details will be provided for each assignment as necessary. Assignments are <strong>due by end of the class period</strong>. Late submissions will not be accepted. Homework must be typed. No handwritten submissions will receive credit.</td>
</tr>
<tr>
<td>Student Project (10%)</td>
<td>I will separate the class into teams of about 2 persons. The team will report on a chosen topic. Detail will be provided in class. <strong>A note about teams:</strong> Each team member will perform a short evaluation of their team partner. These peer evaluations should reflect the contributions of the team member. Based on evaluations, appropriate adjustments to individual grades will be made where necessary. I recommend you try to keep your team member happy by contributing your share to the project.</td>
</tr>
</tbody>
</table>
| Tests (70%)                     | 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.

### Grade Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90.0 – 100%</td>
</tr>
<tr>
<td>B</td>
<td>80.0 – 89.9%</td>
</tr>
<tr>
<td>C</td>
<td>70.0 – 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>60.0 – 69.9%</td>
</tr>
<tr>
<td>F</td>
<td>0 – 59.9%</td>
</tr>
</tbody>
</table>

## 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.
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/~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/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.
BOOK 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:

https://students.flatworldknowledge.com/course/1546017
Once there, click on “Read This Textbook Online”
Register for an account
Then browse or search for the book

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