

# **MKTG 6820 International Business Strategy**

**Spring 2017 II,**

**Instructor:** Minna Rollins (D.Sc.)

**Office campus:** RCOB, Marketing & Real Estate

**Office hours:** Mon-Thu 9.00-2.00, via Chat/Skype/phone

**Office home:** (770) 847-8151 (leave a message and your number)

**Email:** mrollins@westga.edu and CourseDen email

**Classroom:** In class on Newnan campus and in virtual classroom

**Class hours:** 6.00-10.45 PM on Thursdays on Newnan campus

## **Problems with CourseDen (ALL technical problems)**

Email [distance@westga.edu](mailto:distance@westga.edu)

Phone: 678-839-6248, M-F 8.00 AM - 5.00 PM

Web site: <http://help.view.usg.edu>, 24 hrs/day - 365 days a yr

## **Required Texts**

1) "Global Business" by Peng, Mike, 4th edition, W. South-Western, Cengage Learning. (**NO** International edition)

2) Articles (approximately 12-15, these are posted in CourseDen)

## **Course description**

This is an advanced course in international and global business. It is designed to explain students the growing opportunities and potential risks in doing business across national boundaries. The nature and economic role of the global business, including the impact of legal, political, social, and cultural variables are examined for their influence upon business performance and managerial activity.

The course covers a broad range of global business issues from an interdisciplinary viewpoint emphasizing the key concerns of the global company. The course teaches today's competitive global environment, master knowledge and skills to analyze cross cultural variables and their impact on international business. This course provides students a truly global approach in identifying, analyzing and solving problems.

## **Structure of the course**

This course is hybrid course, D. Class meets on two Thursdays at 6.00 PM on Newnan campus, in virtual classroom, or online (see: Schedule). The link to the virtual classroom will be provided before the meeting. In addition, we utilize courseden discussion area throughout the week for our weekly discussions. Students are expected to log in CourseDen at least 3 times a week.

## **Learning Objectives**

Upon successful completion of the course, students will demonstrate their knowledge of:

- Global aspects of business
- International business environments
- The impact of national culture on business practices
- Ethical differences across cultures
- International trade and investment and the monetary system
- Foreign Direct Investment
- Regional economic integration
- The functional areas of business within an international context

Students will demonstrate the skills to:

- Assess the risks and opportunities of an investment venture in a new international setting

## **Common Guidelines/Practicalities**

1) Submit assignments in correct format (PDF, Powerpoint etc.). Evidence that the assignment was sent on time will be required, if I was not able to retrieve and download the digital copy.

2) Assignments submitted late will not be graded without proper documentation (for instance doctor's note that you were hospitalized). You have to email (to [mrollins@westga.edu](mailto:mrollins@westga.edu)) or fax (678-839-5041, Marketing and Real Estate Department, UWG) your documentation.

3) Please, email me at [mrollins@westga.edu](mailto:mrollins@westga.edu) (write: *IB Spring2017* on the subject line) or via Courseden when you have questions. We can also chat in courseden, Skype or talk on the phone. My home office number is on the first page of this syllabus.

4) Exam/quiz policy: Exam and quizzes consist of multiple choice and/or essay questions. You will have 60-120 minutes to complete the exam. Correct answers are released to students after availability period for the exam has ended. Exams are individual work.

5) You can expect the reply to your email or phone call within 12 hours. If you do not hear from me within 12 hours, please email me again.

6) Assignments are graded within 7 days of the original due date. If you submit your assignment early, it is not graded early.

7) If you have technical problems with courseden, contact helpdesk as soon as possible. As you may already know, course will be down at several times during

the semester for maintenance. Please note the downtimes on the homepage and plan accordingly. Technical difficulties will occur.

8) Extra credit assignments are not given.

### **Assessments and assignments (all individual)**

**1. Reading assignments (individual):** This consists of completing all the assigned readings. These are book chapter/s, articles, lecture notes, and videos.

**2. Exams (individual):** We have one online exam in this course. Exam is available for 2 days. You have one 120 minute attempt to complete the exam. The exams include multiple choice, short answer, and case questions.

**3. Case presentation (group).** Groups prepare case presentations for the class. All presentations are at the end of the semester, the last class meeting (April 26).

**4. Current issues discussions (individual):** Everyone is expected to participate in discussion with at least 2 replies and one posting.

### **Grading**

Your grade will be evaluated as follows. All the assignments and exams are graded with 0-100 point scale. Rubrics and guidelines are provided in D2L.

Exam	20%
Case presentation (group)	30%
Class participation and attendance (in-class and online)	10%
Current issues discussion	40%
<hr/> Total	<hr/> 100%

A= 89.5% or more

B= 79.9% to 89.4%

C= 69.9% to 79.8%

D= 59.9% to 69.8%

F= less than 59.9%

## **ACADEMIC HONESTY/CHEATING**

Receiving or giving help on chapter work, the writing assignment, exams, and/or papers, **or copying, utilizing, or retaining online or in-class exam or assignment content, will** result in failure of this course and may result in dismissal from the University. The professor may utilize all means available, including but not limited to IP address monitoring, login data, metadata, and other computer forensic methods to detect cheating on assignments and other graded or non-graded work. In addition, UWG and the University System of Georgia (USG) are authorized to monitor for evidence of cheating, including monitoring external website activity (social media websites, etc.) accessed using UWG or USG resources.

You have **no right of privacy** for activity you engage in using UWG or USG equipment or services, including but not limited to computers, servers, wireless or wired internet. Any student caught by UWG or USG personnel, or by the professor directly, will be dealt with per the Academic Honesty policy. **DO NOT CHEAT.**

**For the purposes of this class, the following statements in the UWG Student Handbook and Appendix A of the Honor Code will be applied:**

1. No student shall give or receive, or otherwise furnish or procure assistance not authorized in the preparation of an essay, report, examination, or other assignment in an academic course or in the fulfillment of program or degree requirements such as standardized examinations.
2. No student shall take, attempt to take, or otherwise obtain, gain access to, or alter in an unauthorized manner any material pertaining to the conduct of a class or to the completion of any program or degree requirement, including but not limited to tests, examinations, laboratory equipment, roll books, academic records, or electronically stored data.
3. Plagiarism is prohibited. Themes, essays, term papers, tests, and other similar requirements must be the work of the student submitting them. Direct quotations must be indicated and ideas of another must be appropriately acknowledged. Failure to observe these standards will result in grade of F. Use of unapproved sources of information on the writing assignment or receiving/providing assistance on a chapter assignment will be deemed a violation of provision 1, above, and will result in failure of the course and possible expulsion from UWG.