Instructor: Minna Rollins (D.Sc.), Associate Professor of Marketing

Office: University of West Georgia, Marketing & Real Estate Department

Online Office Hours: Mon-Fri online/skype/Gotomeeting by appointment 9.30-16.30

Primary contact method in this course: D2L email, use this email for all communication, use mrollins@westga.edu only in a case of emergency.

Home office number: 404-461-9538

Course description

This is an advanced course in international/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 international/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

Lecture notes, articles, videos, exams etc. are distributed via Learning Modules, which run for two to three weeks from Wed – Tue (excluding Orientation Module). We have one orientation module and four (4) learning modules in this course. All assignments (case discussions, assignments) and assessments (exams) are due on Tuesdays at 11.59pm.
Required Texts


2) Articles and additional cases (approximately 8, these are posted in D2L)

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) or fax (678-839-5041, Marketing and Real Estate Department, UWG) your documentation.
3) Use D2L email in communication about assignments etc. We can also use Skype or phone, but you have to schedule your appointment beforehand.

4) Exam/quiz policy: Exam and quizzes consist of multiple choice and/or essay questions. Exam/quiz may have one or two sections. You will have 60 minutes to complete multiple choice section of the exam. Correct answers are released to students after availability period has ended.

5) You can expect the reply to your email or phone/skype call within 12-24 hours during regular business hours Mon-Fri EST.

6) Assignments are graded within 14 days of the original due date.

7) If you have technical problems with D2L, contact helpdesk as soon as possible. As you may already know, D2L 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. If you have a problem or questions, please contact professor.

**Assessments and assignments (all individual)**

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

2. **Exams:** We have four short online exams during this course. Exams are available 3-7 days. You have one 60 minute attempt to complete the exam. No exam reviews are given.

3. **Case discussion:** You will participate in one (2) case discussions during the semester on the Discussion board. Case is assigned to you. You are recommended to read other’s postings in your “off weeks” (see: schedule and Rubric for case posting and reply).

   First, read the case and then listen to the case brief provided to your professor. Second, create your posting. Two external references are required in postings. You are also required to reply to other students’ postings during the discussion (minimum 1 reply).

4. **Culture discussion:** You are required to participate in a culture discussion that focuses on your experiences in different cultures (work and personal
life). You are required to create at least one (1) posting (50-200 words). You are encouraged to reply to other’s postings.

5. **Expat Assignment:** This Expat assignment is an extensive research project in this course. You can choose the country for your expat report. You will write a report (a word document) and submit it via Dropbox. Guidelines are provided in D2L.

**Grading**

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

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<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exams (4)</td>
<td>30%</td>
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<tr>
<td>Case discussion (2 discussions)</td>
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<tr>
<td>Culture discussion (1)</td>
<td>10%</td>
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<tr>
<td>Expat report</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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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%