

WMBA6030

GLOBAL AND INTERNATIONAL BUSINESS STRATEGY

Fall 2019, Ch84

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

Online Office Hours: By appointment via phone/Gotomeeting

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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, quizzes, and case presentations are distributed via Learning Modules, which run for one to three weeks from Wednesday–Tuesday. (See: Schedule and orientation)

Required Texts

1. Global Business by Peng, Mike, **4th edition**, W. South-Western, Cengage Learning, ISBN-10:130550089X, ISBN-13:9781305500891. International edition is NOT acceptable.
2. Articles/additional case studies (distributed via D2L)

Learning Objectives

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

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1. Global aspects of business
2. International business environments
3. The impact of national culture on business practices
4. Ethical differences across cultures
5. International trade and investment and the monetary system
6. Foreign Direct Investment
7. Regional economic integration
8. The functional areas of business within an international context

Students will demonstrate the *skills* to:

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

Assessments and assignments

We have both individual and group assignments. The guidelines for all assignments can be found in the Orientation Module.

Reading assignments:

This consists of completing all the assigned readings. These are book chapter/s, articles, lecture notes, and videos. (Individual)

Chapter quizzes (optional) and final exam (mandatory) (Individual)

There are 1-3 chapters in each learning module. Quizzes focus on key concepts of each chapter and they are optional. Quizzes are not time. At the end of the semester, a comprehensive final quiz will be given. You have 30 min to complete and it contains the combination of multiple choice and/or short answer questions.

Module assignments (Individual)

There will be five individual assignments. There are two types of assignments: 1) discussions and 2) individual written assignments (submitted via Assignments). Current issue discussions take place on the discussion board and each discussion includes in one posting and two replies. If you only post your answer, you cannot receive a grade higher than 75/100. More complete guidelines for the discussions and assignments are given during the course.

Case presentation (Group)

Each team prepares a recorded case presentation. Cases will be assigned during the first week of classes.

Commenting case presentations (Individual)

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You will listen to all case presentations (5) and give feedback for the presenting group. The form will be provided and you will submit your feedback using a survey in D2L.

Grading

Your grade will be evaluated as below. All assignments are graded with a 0-100 point scale. Assignment guidelines, and how assignments are evaluated, are available in the Orientation module.

Final quiz	10%
Discussions (3)	20%
Written assignments (2)	20%
Case presentation (group)	40%
<u>Evaluating case presentations</u>	<u>10%</u>
<i>Total</i>	<i>100%</i>

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%

Common Guidelines and Practicalities

1. If you have questions or concerns, please contact professor as soon as possible.
2. Assignments submitted late will not be graded without proper documentation (for instance doctor's note that you were hospitalized, deployments). You have to email (mrollins@westga.edu) or fax (678-839-5041), Marketing and Real Estate Department, UWG) your documentation.
3. You can expect the reply to your email within 6-12 hours (EDT). In weekends response time maybe longer.
4. Discussions and case presentations are graded *within 10 days of the original due date*, if not stated otherwise. If you submit your assignment early, it will not be graded early.
5. 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

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

6. Extra credit assignments are not given in this course.
7. Write your discussion postings in Word or Notes and then copy and paste them to discussion board. In addition, make sure that your posting is saved and it is visible to others before you logged out from the D2L.

Class Schedule

- 1) Chapter quizzes are open from the first week to the last day of classes.
- 2) Case assignments will be given at the end of the first week of classes.
- 3) Discussions open in the beginning of the module and are due at the end of the module.

Dates	Modules
Aug 14-16	<p>Module 0 Orientation</p> <ul style="list-style-type: none"> • Orientation presentation • Assignment guidelines • Introductions on discussion board (not graded assignment) • Syllabus quiz (mandatory, but not part of the final grade) • Email the current team information to the professor
Aug14-27	<p>Module 1 Introduction International Trade</p> <ul style="list-style-type: none"> • Chapters: Globalizing Business (ch1), Understanding politics, laws, and economics (ch2), Capitalizing on Global and Regional Integration (ch8) • Videos • Articles <p>Assignments</p> <ul style="list-style-type: none"> • Chapter quizzes (optional) • Assignment 1 (Due Aug27), <u>DO this assignment first!</u>
Aug 28-Sep10	<p>Module 2 Culture</p> <ul style="list-style-type: none"> • Chapters: Emphasizing cultures, ethics, and norms (ch3) • Videos • Articles <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 1 (Sep 10) • Chapter quiz (optional)
Sep11-Oct1	<p>Module 3 Investing Abroad and Entering New Markets</p> <ul style="list-style-type: none"> • Chapters: Investing Abroad Directly (ch6) and Dealing with Foreign Exchange (ch7), and Entering to foreign markets (ch10) • Videos • Articles <p>Assignments</p> <ul style="list-style-type: none"> • Chapter quizzes (optional) • Case presentations (due Sep17) and evaluation (due Oct 1)

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	<p>Team XXX: Case Political Risk of Doing Business in Thailand</p> <p>Team XXX: The Myth Behind China's Outward Foreign Direct Investment</p>
Oct2-22	<p>Module 4 Growing business abroad</p> <ul style="list-style-type: none"> • Chapters: Growing and Internationalizing Small... (ch9), Managing alliances and acquisitions work (ch12) • Articles • Videos <p>Assignments</p> <ul style="list-style-type: none"> • Chapter quizzes (optional) • Case presentation (Oct15) and evaluation (Oct22) <p>Team XXX: TBA Team XXX: TBA</p>
Oct23-30	<p>Module 5 Marketing and Advertising in Global Markets and Supply Chain Management</p> <ul style="list-style-type: none"> • Chapter: Marketing and SCM (ch14) • Videos • Articles <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 2 (Oct23-30) • Chapter quiz (optional) • Start Assignment 2 (due Nov 15)
Oct 31-Nov5	<p>Module 6 Corporate Social Responsibility in Global Business</p> <ul style="list-style-type: none"> • CSR (ch17) • Videos • Articles <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 3 (Oct 31-Nov5) • Chapter quiz (optional) • Case presentation (Nov 5), Evaluation (due Nov 12) <p>Team XX: Foxconn</p>
Nov6-17	<p>Module 7 Managing Human Resources</p> <ul style="list-style-type: none"> • Chapter: Managing Human Resources (ch15)

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	<ul style="list-style-type: none"> • Videos • Articles <p>Assignments</p> <ul style="list-style-type: none"> • Assignment 2 (due Nov15) • Case presentation (Nov 12) and evaluation (Nov 17) • Chapter quiz (optional) <p>Team XXX: LG Nortel (orientation module)</p>
<p>Final Exam 11/16-11/19</p>	<p>Final Quiz All chapters covered in this course: 11/6-11/19,11:59PM</p>

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