

**WAYLAND BAPTIST UNIVERSITY**

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**MGMT 4326 VC01 SYLLABUS**

1. **Mission Statement**: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.

2. **Course**: **MGMT 4326** – VC01, International Management

3. **Term:** Fall 2017

4**. Instructor**: Mrs. Dawn Olson

5. **Office Phone and Email Address**: (615) 559-2934, Dawn.Olson@wayland.wbu.edu

6. **Virtual Office Hours**: My personal hours of availability via phone or email are Monday – Friday 2pm to 8pm CST.

7. **Class Meeting Time and Location**: Virtual class – you choose when to log on and complete assignments. Please plan accordingly as some quizzes and discussion will require a minimum of 30 minutes online to complete.

8. **Catalog Description**: Principles of international business management.

9. **Prerequisites**: MGMT 3304

10. **Required Textbook and Resources**:

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| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| **Global Business**  | **Peng** | **4th** | **2016** | **Cengage Learning** | **978-1-305-50089** | **2016** |

11. **Optional Materials**: none

12. **Course Outcome Competencies:**

* Outline the concepts and paradigms in international management.
* Explore current issues in international business and distinguish between their importance in the U.S. marketplace.
* Explain and demonstrate risk assessment and return decisions in the international market
* Defend one theory of international trade.
* Breakdown two methods of international trade
* Predict the demise of international monetary systems
* Predict the effects of international business strategies.

13. **Attendance Requirements**: You are required to log in at least one time per week to check announcements, messages, and complete weekly assignments. You must also check your Wayland email at least one time per week. I will send copies of announcements and updates on grades via email. It is your responsibility to check and reply as expediently as possible.

14. **Statement on Plagiarism and Academic Dishonesty**: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

15. **Disability Statement**: “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”\

16. **Course Requirements and Grading Criteria:**

Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

 **The course grade will be based on the following areas of classwork:**

**A. Participation** - You will be required to respond to your classmates in the main discussion area.  This grade is in addition to the grade for your individual posts.  You must post a minimum of four substantive posts to your classmates.  Simply writing "great answer" or “I agree” will not count.  More information will be provided in Course Documents for substantive posts.

**B. Case Studies** - As designated, there will be fivecase studies throughout the course that must be read, analyzed, and submitted to the instructor. These analyses should have complete sentences for the SWOT portion and a paragraph for the Recommendations section.

**C. Main Discussions** – Every week we will be discussing a different company or topic related to the lecture. This will be a full group discussion in which participation is required.  You will receive points based on the thoroughness of your response using examples and quotes from the text or other outside resources.

**D. Activities & Articles –** There will be four activities assigned that require research in a course-related topic area. There may be articles to read and review as part of this research. You will then write a one-page response to questions or provide a written response as indicated in the instructions of the activity (could include charts to complete). The purpose of these activities is to explore current trends and topics in International Business.

**F. Examinations** – There will be two quizzes throughout the course that will be completed in Blackboard.  These quizzes are designed to help you prepare for the final exam.  The final exam in this course will be comprehensive and consist of short answer, multiple choices, case study, and essay questions from topics covered throughout the course.

**Procedures Used for Computation of Final Grade**

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| --- |
| **Grading Scale** |
| **Total Points** | **Letter Grade** | **Percentage** | **Grade Point** |
| 990-1100 | A | 90-100% | 4.0 |
| 880-989 | B | 80-89% | 3.0 |
| 770-879 | C | 70-79% | 2.0 |
| 660-769 | D | 60-69% | 1.0 |
| 000-659 | F | 0-59% | 0.0 |

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| --- | --- | --- |
| **Assignments/Tests** | **# of Assignments/point value** | **Total Points Possible** |
| Participation in Discussion | 10 @ 10 points each | 100 |
| Discussion Responses | 10 @ 15 points each | 150 |
| Case Studies | 5 @ 50 points each | 250 |
| Activities (Global Articles) | 4 @ 50 points each | 200 |
| Quizzes | 2 @ 100 points each | 200 |
| Final Exam | 1 @ 200 points | 200 |
|  | **TOTAL** | **1100** |

17. **Tentative Schedule:** (Calendar, Topics, Assignments)

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| *WK* | *Course Requirements* |
| *1* | * Review Chapter One: Globalizing Business
* Review Chapter Two: Understanding Formal Institutions: Politics, Laws, and Economics
* Post your introduction
* Post your response to discussion question one and respond to at least one classmate
 |
| *2* | * Review Chapter Three: Emphasizing Informal Institutions: Cultures, Ethics, and Norms
* Review Chapter Four: Leveraging Resources and Capabilities
* ACTIVITY ONE DUE
* Post your response to discussion question two and respond to at least one classmate
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| *3* | * Review Chapter Five: Trading Internationally
* Review Chapter Six: Investing Abroad Directly
* CASE STUDY ONE DUE
* Post your response to discussion question three and respond to at least one classmate
 |
| *4* | * Review Chapter Seven: Dealing with Foreign Exchange
* Review Chapter Eight: Capitalizing on Global and Regional Integration
* Post your response to discussion question four and respond to at least one classmate
* CASE STUDY TWO DUE
 |
| *5* | * Review Chapter Ten: Entering Foreign Markets
* Post your response to discussion question five and respond to at least one classmate
* ACTIVITY TWO DUE
 |
| *6* | * Post your response to discussion question six and respond to at least one classmate
* CASE STUDY THREE DUE
* Complete (on-line) QUIZ ONE
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| *7* | * Review Chapter Thirteen: Strategizing, Structuring, and Learning around the World
* Post your response to discussion question seven and respond to at least one classmate
* Review Chapter Fourteen: Competing on Marketing and Supply Chain Management
* CASE STUDY FOUR DUE
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| *8* | * Review Chapter Fifteen: Managing Human Resources Globally
* ACTIVITY THREE DUE
* Post your response to discussion question eight and respond to at least one classmate
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| *9* | * Review Chapter Sixteen: Governing the Corporation around the Globe Review Chapter Seventeen:  Managing Corporate Social Responsibility
* CASE STUDY FIVE DUE
* Post your response to discussion question nine and respond to at least one classmate
* Begin review for Final Exam and prepare questions for on-line forum (during week 10)
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| *10* | * ON-LINE QUIZ TWO
* ACTIVITY FOUR DUE
* Post your response to discussion question ten and respond to at least one classmate
* *Review for Final Exam (on-line forum) – Optional*
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| *11* | ***The final exam is an on-line, non-proctored exam.  You will have 48 hours to complete the exam.*** *NO LATE EXAMS WILL BE ACCEPTED!* |
|  | ***Grades posted.***  |

18. Additional information.

a. **Late Policy** – any assignment turned in after the due date will be subject to a 10% per day reduction of points.

 b. **Absences resulting in missed due dates** - If you are unable to complete assignments before the due date, you must notify me immediately. Unexcused absences will result in a zero for that assignment.

 c. **Grading timeframe** - On average, assignments are graded within one week of being submitted. All assignments will receive feedback in Blackboard. In the event the assignment is completed incorrectly, you may be provided the opportunity to redo the assignment. Maximum points available on a redo are 90% of the original points available.

 d. **Questions about coursework** - Please contact me anytime with course questions or concerns via email. Please call only during my office hours listed in the previous section.