# Wayland Logo

WBUonline

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

MGMT 5326-section number, International Management

4. TERM: FALL, 2021

# **5. INSTRUCTOR**:

Kelly Warren, PhD

# **6. CONTACT INFORMATION**:

Office phone: (806) 291-1022

WBU Email: [warrenk@wbu.edu](mailto:warrenk@wbu.edu)

# **7. OFFICE HOURS, BUILDING & LOCATION**:

Nunn Business Building, Plainview Campus

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: Online

# **9. CATALOG DESCRIPTION**:

Role of the private business enterprise in the international economy and nature of foreign trade and direct foreign investment and their impact on income, employment, and economic growth.

# 10. PREREQUISITE:

BUAD 5300

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Global Business | Peng | 4th | 2019 | Cengage | 9781-30591-9143 | 9/13/19 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Examine the role of private enterprise in the International Community.
* Analyze foreign trade.
* Design a direct foreign investment plan.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & 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.

# **16. 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.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

1. **Dialogs:** There will be 4, 1-week dialogs. Students are required to post 3 times during these one-week periods. [3 posts only per week].

2. **Exams:** There will be one exam covering the course material from the textbook. Students may use the textbook for the exams and it may be taken up to 3 times (different test each time) with the highest grade accepted.

3. **Case Studies:** There will be two case studies.

4. **Career Profile**. 1750-Word Paper, approximately 7 pages, (the 1750-words are the body of the paper and do not include the cover page, abstract, references, or appendices). Utilizing the information from the textbook, develop a plan that would lead to a career in International Management. Be specific in your career choice and region of the world. (APA Style)

**Resources for Your Global Career**:

* [www.aperianglobal.com/publications](http://www.aperianglobal.com/publications) This site offers a range of useful books, articles, and podcasts.
* <http://itapintl.com> A consulting firm focused on building leadership capabilities across global boundaries which has readings, YouTube videos, links, etc.
* [www.iie.org](http://www.iie.org) A nonprofit that offers opportunities for study and training for global leadership.
* [www.g-l-f.org](http://www.g-l-f.org) This sire provides assistance to public sector leaders and governments.
* [www.aiesec.org](http://www.aiesec.org) This site contains resources for international internships.
* [www.ccl.org](http://www.ccl.org) This site provides an array of assessment tools, news, and blogs associated with global leadership.
* <https://export.gov/welcome>

This site has useful information on how to take your business global.

**Course Grading:** The final grade will be determined in this manner:

* 40% Dialogs
* 15% Exam
* 20% Case Studies
* 25% Career Profile Paper

**17.1 Include Grade Appeal Statement:** “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 Vice President of Academic Affairs/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.”

# 18. TENTATIVE SCHEDULE

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| **Week - Beginning & Ending Dates** | **Dialogue Topics** | **Reading** | **Assignment** |
| **1:** Oct 11-16 | **Dialog 1**: The Globalization Debate | **Part 1: Laying Foundations**  Chapters 1-4 | Dialog **1** |
| **2:** Oct 17-23 |  | **Part 2: Acquiring Tools**  Chapters 5-6 | Case **1** |
| 3: Oct 24-30 | **Dialog 2**: Outsourcing | **Part 2 Acquiring Tools**  Chapters 6-7 | Dialog **2** |
| **4:** Oct 31 – Nov 6 |  | **Part 3: Strategizing Around the Globe**  Chapter 9 | Case **2** |
| **5:** Nov 7-13 | **Dialog 3:** Export Markets | **Part 3: Strategizing Around the Globe**  Chapters 10-13 | Dialog **3** |
| **6:** Nov 14-20 | **Dialog 4: Business as Mission** | **Part 4: Building Functional Excellence**  Chapter 14-15 | Dialog **4**  **AND**  **Work on Career Profile Paper: Due next Week** |
| **7:** Nov 28 – Dec 4 |  | **Part 4: Building Functional Excellence**  Chapters 16-17 | **Career Profile Paper Due** |
| **8:** Dec 5-11 | **Exam Covers Chapters 1-17** |  | **Open Book Exam**  **Covers Chapters**  **1-17** |