

**WAYLAND BAPTIST UNIVERSITY**

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**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 5326 – VCO** – {0X}, International Management

3. Term: Spring 2014

4. Instructor: **Gilbert J. Werema, Ph.D, Associate Professor of Marketing**

5. Office Phone and email: 972-978-1807 (cell)/**weremag@wbu.edu**

6. Office Hours, Building, and Location: Virtual Campus

7. Class Meeting Time and Location: Virtual Campus

8. 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.

9. Prerequisites: BUAD 5300.

**TEXTBOOK:**

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| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **REVIEW** |
| International Business | Ball | 13th | 2013 | McGraw-Hill | 9780077606121 | Spring 14 |

**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.

**COURSE REQUIREMENTS AND EVALUATION:**

1. **CASE STUDIES:** Case studies will be assignments will be assignment during the semester.
2. **Case Study Project:** This is an exercise (1) to write your own case study (6-8 pages) and (2) to write your own case analysis (2-4 pages)—for a combined total of 10 pages excluding the title page and any attachments, such as figures, tables, appendix, and references.
3. **EXAMS:** exams will consist of multiple choices and short essay questions, covering materials assigned by the instructor. Dates for the exams are included in the class schedule. There will be no make-ups for missed exams, except for documented cases of sudden illness of unforeseeable circumstances. However, should you have any conflicts in exams schedule, let me know so that we can find an alternative that is mutually acceptable.
4. **QUIZZES:** quizzes will be given after every chapter.

1. **DISCUSSION GROUPS**: The student is required to give an original comment about the topic of discussion and also have a response to an original comment from other students in the discussion group.

There is a maximum of 10 point for each discussion session assigned and the breakdown will be as follows:

* 1. 5 points for the original comment.
	2. 5 points for each response you give.
	3. 0 point will be given if there is no comment given and/or there is no response.
1. **PROJECT**: You will be assigned a country for which you will write a country report. The details about how to complete the project will be given on the second week of class.

**STATEMENTS:**

1. This class will adhere to zero tolerance for using someone else’s work as your own.
2. It is university policy that no otherwise qualified disabled person be excused from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the University. Students should inform the instructor of existing disabilities at the first class meeting.
3. Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.

**GRADING POLICY:**

Midterm exam 100

Final Exam 100

Case studies 100

Case Study Project 100

Country Project 100

Group discussion 100

Quizzes 100

TOTAL POINTS POSSIBLE 700

**COURSE OUTLINE:**

**TENTATIVE CLASS SCHEDULE:**