# "WBUlogo"

Virtual Campus

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, lifelong learning, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MGMT 6308-VC01, Seminar in International Business

# **4. TERM**:

Spring, 2019

# **5. INSTRUCTOR**:

Dr. Art Heinz

# **6. CONTACT INFORMATION**:

Office phone: Online

WBU Email: arthur.heinz@wayland.wbu.edu

Cell phone: 270-293-0013

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

Online by appointment

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

Meeting day & time: Online

# **9. CATALOG DESCRIPTION**:

Examination of current issues in international business including research in the field of international business, resource allocation across international divisions, cultural context effects on international management, and other topics.

# 10. PREREQUISITE:

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

"Wayland Baptist University has partnered with RedShelf to bring Inclusive Access, which is a digital copy of the required textbook available on Blackboard day one of class.  The prices are very competitive with the market and in most cases below the standard cost.  The price of the textbook will be billed to your student account.  To check the price of the textbook please locate your required course material at [https://bookstore.wbu.edu](https://bookstore.wbu.edu/).  Once you access the textbook it will ask you if you would like to opt-out.  If you choose NOT to use this version you MUST opt-out or you will be charged and refunds are not available."

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| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| International Management, Managing Across Borders & Cultures Text & Cases | Helen Deresky | 9th | 2017 | Pearson | 9780-13437-6042 | 6/28/17 |

# 12. OPTIONAL MATERIALS

* APA Manual
* Any text book that covers the basic functions of International Management

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

* Critique and synthesize seminal theories in international business research
* Propose research projects that extend or combine current research in international business
* Apply international business research theories to current problems faced by managers in multinational and global companies.

# 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**:

**Course Assignments and Grading Criteria:** It is expected that the student will spend approximately six to ten hours a week engaged in course work and course preparation. All course work must be typed. Course work submitted late is subjected to a grade reduced of 1.5% for each day the assignment is late. For the sake of time management, see paragraph 17, Tentative Schedule. A breakout of course requirements are listed below:

**Case Analysis**

Students are required to do several case analyses. The analyses should contain the following:

* **Clear explanation of key strategic issues** - The problems, scope, and present situation must be clearly identified.
* **Appropriate analysis, evaluation, synthesis for the specific industry identified** - Critical issues and key problems that supported the Case Analysis must be identified and clearly analyzed and supported.
* **Conclusions and recommendations are congruent with strategic analysis** - Specific data or facts must be referred to when necessary to support the analysis and conclusions. Recommendations and conclusions must be presented and supported in a literate and effective manner.
* **Proper organization, professional writing, and logical flow of analysis/APA formatting** - Key points must be supported with a well thought out rationale based on applying specific concepts or analytical frameworks to the data provided in the case. Proper grammar, spelling, punctuation, 3rd person objective view, professional writing, and syntax are used.
* **A Case Study Format is uploaded to Blackboard** – Please use this format for all your case study assignments

**Discussion Board Synthesis Literature Review and Peer Evaluation and Critique:**

Students are required to submit thoughtful Discussion Board analyses and Peer Responses:

* **Discussion Board Posts** should be 800-1200 words in length and are due by midnight CST on Wednesday of the submission week.
* **Peer Responses** should be 700 -1000 words in length and are due by midnight CST on Sunday following the Wednesday.
* **Students will upload their paper to Blackboard**. It is very important that these analyses are turned in on time. Late papers will receive a penalty without exception or excuse. These papers and the thought process that generates them are important to your learning and development.

Discussion Board Synthesis papers are neither summaries nor simply your subjective reaction to the readings. They require thoughtful integration, analysis and synthesis of the readings. The papers are to assist you in applying and synthesizing course principles and concepts and identifying research ideas. It is insufficient to simply indicate that you did or did not like the reading. That approach will help neither you nor your classmate progress to a deeper level of analysis. In addition to your assigned weekly readings, you are to select, analyze and incorporate three - five academic articles published from those journals identified at the end of this syllabus as accessible for a research project. Please provide a bibliography of these articles with the synthesis paper. Among other considerations, the paper should include the following questions:

1. What gaps have you discovered in the literature?
2. What are the important research questions that need to be answered?
3. What types of methodical issues will be face in conducting this research and how would the student approach resolution of these problems?
4. What is your contemplated hypothesis?
5. What are your expected results from the research questions?

The goal of peer evaluation and Critique in this class is to foster and develop collaborative work relationships which will result in future publications. A concomitant goal is to develop and refine the student’s reviewing skills. Peer review is a critical component of intellectual development. In the process of such reviewing, the intention is to yield an array of important insights on how to effectively frame and development intellectual pursuit in the resulting manuscript. Accordingly, each student will be required to read and comment on each student submissions. Students will be responsible for reading and critically evaluating a student colleague’s work through development of a scholarly peer evaluation. Peer review is a critical ingredient in doctoral education. This review is to be taken as seriously and as an important assignment. You will offer valuable ideas on how your peer can improve, deficits in analysis, and how to advance the proposed ideas. Such analysis must be thorough. While the student will always be respectful of others, these reviews are where real learning can take place. This peer review evaluation is due on the Sunday after the upload. The peer evaluations must be submitted on time and late submissions will be penalized.

**Research Paper:**

Students will be given an emerging country to research. Students are required to choose a consumer product to be developed or sold in this country. Information for the various parts of the research paper can be found in the Content folder on Blackboard. The research paper can be used in part or whole for the Applied Project. It must obviously be on an International Management topic. Aligned with the Academy of Management Review Standards, theory papers should make a substantial contribution to the field by developing new theory or models, challenging current theoretical perspectives, or by offering a synthesis of new theoretical advances or ideas in the field. Theory papers should be firmly grounded in a review of the literature, but literature reviews are insufficient for extending and developing theory. Theory papers should include graphic presentations and diagrams that model the relationships, and/or testable propositions.

Research proposals should conform to Academy of Management Journal standards. They need to include a theory-based literature review, hypothesis, method section, proposed data analysis and a conclusion that discusses the practical and theoretical implications of the proposed work, as well as the methodological limitations. The student’s proposal must be methodically sound and also make a clear and strong theoretical contribution to the literature. The student’s term paper could be a clear plan of action for your major research project.

The final research paper should therefore be a **20 – 25** page double-spaced, typed document. Please note that, using the Academy of Management meeting submissions as a guideline, the maximum length of the student’s paper is capped at 40 double-spaced pages (including title page, 100-word abstract, text, tables, figures and references.) The paper format should follow the Academy of Journal’s Style Guide. Papers must be written explicitly for this course. Papers that are revised or modified from other courses will not be accepted.

Student papers are to be submitted to Blackboard by the end of the 10th week. There are three things that will help the student develop a high-quality paper. First, the Professor will need to approve the student’s paper topic to be sure the student is on the right track. Second, the paper is progressive and that should help you refine your work. Third, the student will be asked to submit drafts of the paper before it is due. The deadlines are listed on Blackboard.

**Means for Assessing Outcome Competencies:**

1. Procedures Used to Compute Final Course Grade:

|  |  |
| --- | --- |
| **Evaluated Area** | **Percentage** |
| 1. Case Analyses  | **40%** |
| 2. Discussion Board Synthesis Literature Review/ Peer Evaluation and Critique | **30%** |
| 3. Applied Research Proposal | **30%** |
|  | **100%** |

1. Grading Criteria: Letter grades from "A" to "F" will be issued to student based on individual work. The grading criteria are listed below:

|  |  |  |
| --- | --- | --- |
| **Grade** | **Points** | **Percentage** |
| **A** | 100.0 points to 89.5 points  | 100% to 90% |
| **B** | 89.4 points to 79.5 points | 89% to 80% |
| **C** | 79.4 points to 69.5 points | 79% to 70% |
| **D** | 69.4 points to 59.5points | 69% to 60% |
| **F** | 59.4 and below | 59% and below |
| **I** |  | Incomplete: See important grading information below |

**17.1 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

| **Date & Session** | **Activities** | **Assignments** |
| --- | --- | --- |
| Week 1 | **Part 1:** **The Global Manager’s Environment** Chapter 1 Assessing the Environment—Political, Economic, Legal, Technological World Map Chapter 2 Managing Interdependence: Social Responsibility, Ethics, Sustainability | * Read syllabus and student resources documents
* Self-Introductions
* Overview Paper
* Case Studies
 |
| Week 2 | **Part 1:** **The Global Manager’s Environment** Chapter 1 Assessing the Environment—Political, Economic, Legal, Technological World Map Chapter 2 Managing Interdependence: Social Responsibility, Ethics, Sustainability | * Discussion Board Post
* Peer Responses
* First Draft of Integrative Research Project
 |
| Week 3 | **Part 2 The Cultural Context of Global Management** Chapter 3 Understanding the Role of CultureChapter 4 Communicating Across CulturesChapter 5 Cross-Cultural Negotiation and Decision Making | * Case Studies
* See Blackboard for more
 |
| Week 4 | **Part 2 The Cultural Context of Global Management** Chapter 3 Understanding the Role of CultureChapter 4 Communicating Across CulturesChapter 5 Cross-Cultural Negotiation and Decision Making | * Discussion Board Post
* Peer Responses
* Second Draft of Integrative Research Project
* See Blackboard for more
 |
| Week 5 | **Part 3 Formulating and Implementing Strategy for International and Global Operations** Chapter 6 Formulating Strategy Chapter 7 Implementing Strategy: Small Businesses, Global Alliances, Emerging Market FirmsChapter 8 Organization Structure and Control Systems | * Case Studies
* See Blackboard for more
 |
| Week 6 |  **Part 3 Formulating and Implementing Strategy for International and Global Operations** Chapter 6 Formulating Strategy Chapter 7 Implementing Strategy: Small Businesses, Global Alliances, Emerging Market FirmsChapter 8 Organization Structure and Control Systems | * Discussion Board Post
* Peer Responses
* Third Draft of Integrative Research Project
* See Blackboard for more
 |
| Week 7 | **Part 4 Global Human Resources Management** Chapter 9 Staffing, Training, and Compensation for Global Operations Chapter 10 Developing a Global Management CadreChapter 11 Motivating and Leading | * Case Studies
* See Blackboard for more
 |
| Week 8 | **Part 4 Global Human Resources Management** Chapter 9 Staffing, Training, and Compensation for Global Operations Chapter 10 Developing a Global Management CadreChapter 11 Motivating and Leading | * Discussion Board Post
* Peer Responses
* Fourth Draft of Integrative Research Project
* See Blackboard for more
 |
| Weeks 9 – 11 | **Research Paper Submissions**Progressive SubmissionsDraft final PaperFinal Paper | Progressive Submissions of Research paperDraft final PaperFinal Paper |

Note: The professor reserves the right to alter this schedule as needed. Any revisions to this schedule will be announced through email to student’s WBU email account.

# 19. ADDITIONAL INFORMATION

**INTEGRATIVE RESEARCH PROJECT DESCRIPTION**

As part of the requirements for this course, students will complete an Integrative Research Project. Through this project, students will integrate key concepts, theories, and skills that they have learned throughout the course. The project should relate to the students’ professional interests and responsibilities. Students should select a consumer product for which they can apply what they have learned in the course for the introduction of the product in an emerging country.

Key components of the Integrative Project should include:

* Cover Page
* Table of Contents
* Introduction to the Report
* Body of the project (this is where you put all the bullet points. Each section should be started on a new page and have appropriate subheadings, i.e. treat each bullet as a mini-chapter)
* Summary/Conclusion
* References
* Appendices

**ACCEPTED JOURNALS FOR RESEARCH PROJECT**

Academy of Management Executive

Academy of Management Journal

Academy of Management Review

Administrative Science Quarterly

Business Horizons

Global Business and Management Research: An International Journal

Harvard Business Review

Human Relations

Human Resource Journal

Human Resource Review

International Journal of Business and Management Science

International Journal of Management

International Management Review

Journal of Applied Behavioral Sciences

Journal of Comparative Management Research

Journal of Management

Journal of Managerial Studies

Management International Review

Strategic Management Journal

(The student may also use any journal from which an assigned reading was published.)