



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 4326-VC01, International Management

4. TERM:

Spring 2020

5. INSTRUCTOR:

Professor Dawn Olson, MBA, EdD Candidate

6. CONTACT INFORMATION:

Office phone: (615) 248-1446, Home office (615) 754-4751

WBU Email: dawn.olson@wayland.wbu.edu

7. OFFICE HOURS, BUILDING & LOCATION:

EX: M/T/W/TH/F 4:00pm-7:00pm, Sunday – By appointment only

8. COURSE MEETING TIME & LOCATION:

Meeting day & time: Virtual

9. CATALOG DESCRIPTION:

Principles of international business management.

10. PREREQUISITE:

MGMT 3304

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> . 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.”

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
<u>Global Business</u> <u>LooseLeaf+MindTap</u>	Peng	4th	2017	Cengage Learning ** Bundle**	9781-30591-9143	3/29/16

12. OPTIONAL MATERIALS: none.

13. COURSE OUTCOMES AND 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

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:

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 one substantive posts to your classmates. Simply writing "great answer" or "I agree" will not count. Your response should include a source to support your counter-argument or statement of support. All sources must be cited according to APA style. Your response should be a minimum of 150 words.

B. Case Studies - As designated, there will be five case 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. If you use an outside source for your information, you must cite your source properly.

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. You must include at least one reference and it must be cited according to APA style. Your post should be a minimum of 250 words.

D. Activities & Articles – There will be five articles assigned that require research in a course-related topic area. There may be a video case study to watch or 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 timed and designed to help you prepare for the final exam. Although they are open book, you will want to study and use your time wisely. 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

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

Assignments/Tests	# of Assignments/point value	Total Points Possible
Participation in Discussion	10 @ 15 points each	150
Discussion Responses	10 @ 10 points each	100
Case Studies	5 @ 50 points each	250
Activities (Global Articles)	5 @ 40 points each	200
Quizzes	2 @ 100 points each	200
Final Exam	1 @ 200 points	<u>200</u>
	TOTAL	1100

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

W K		Course Requirements
1	Feb. 24 - March 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	March 2 - 8	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
3	March 9-15	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
	March 16 - 22	SPRING BREAK
4	March 23- 29	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 ACTIVITY TWO DUE CASE STUDY TWO DUE
5	March 30 - April 5	Review Chapter Ten: Entering Foreign Markets Post your response to discussion question five and respond to at least one classmate ACTIVITY THREE DUE
6	April 6 - 11	Post your response to discussion question six and respond to at least one classmate CASE STUDY THREE DUE QUIZ ONE
	April 12 - 13	EASTER BREAK
7	April 14 - 19	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
8	April 20 - 26	Review Chapter Fifteen: Managing Human Resources Globally ACTIVITY FOUR DUE Post your response to discussion question eight and respond to at least one classmate
9	April 27 -	Review Chapter Sixteen: Governing the Corporation around the Globe Review Chapter Seventeen: Managing Corporate Social Responsibility

	May 3	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 online forum (during week 10)
10	May 4 - 10	QUIZ TWO ACTIVITY FIVE DUE Post your response to discussion question ten and respond to at least one classmate Review for Final Exam (online forum) – Optional
11	May 11 - 16	The final exam is an online, non-proctored exam. You will have 48 hours to complete the exam. NO LATE EXAMS WILL BE ACCEPTED!
	May 18	Grades posted.

19. 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 time frame** - On average, assignments are graded within one week of being submitted. All assignments will receive feedback in Blackboard.

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.