

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**

# 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.

# Course:

MGMT5326 VC01, International Management

# Term:

Summer 2019

# Instructor:

Melody Bourne, DBA

# Cell Phone Number and WBU Email Address:

(770) 713-1139; melody.bourne@wayland.wbu.edu

# Office Hours:

Monday – Friday: 9:00 am – 7:00 pm (Central Time)

# Class Meeting Time and Location:

Online

# 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.

# Prerequisites:

BUAD5300

# Required Textbook and Resources:

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

# Optional Materials:

American Psychological Association (2010). *Publication manual of the American Psychological Association 6th ed*. Washington, D.C. Author.

# Course Outcome Competencies:

* Graduate standing.
* The ability to analyze and report on business case studies.
* The skill to perform graduate level research using library resources related to economics,
* finance and marketing.

# Attendance Requirements:

As specified by WBUonline Policy

# 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.

# 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.”

# 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.

## Dialogues:

There will be 4, 1-week dialogues. Students are required to post 3 times during these one-week periods.

## Exams:

There will be two exams, a mid-term and a final covering the course material. Students may use the textbook for the exams and they may be taken up to 3 times (different test each time) with the highest grade accepted.

## Case Studies:

There will be three case studies.

## Career Profile:

2000-Word Paper. Utilizing the chapter sections: *The Global Path Ahead* (these sections contain examples and resources), 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)

**For assignment specifics see “Assignment Descriptions” in the Black Board course.**

# Course Grading:

The final grade will be determined in this manner:

* 30% Dialogues
* 30% Exams
* 25% Case Studies
* 15% Career Profile Paper

# Tentative Schedule:

(Calendar, Topics, Assignments)

| **Week - Beginning & Ending Dates** | **Dialogue Topics** | **Reading** | **Assignment** |
| --- | --- | --- | --- |
| **1:** May 27 – Jun 2 | **Dialogue 1**:  | **Part 1: Nature of International Business**Chapters 1-3 | Dialogue **1** |
| **2:** Jun 3 – Jun 9 |  | **Part 2: International Environmental Forces**Chapters 4-5 | Case **1** |
| **3**: Jun 10 – Jun 16 | **Dialogue 2**:  | **Part 2: International Environmental Forces**Chapters 6-7 | Dialogue **2** |
| **4:** Jun 17 – Jun 23 |  | **Part 2: International Environmental Forces**Chapter 8 | Case **2** |
| **5:** Jun 24 – Jun 30 | **Mid-Term Exam** **Covers Chapters 1-9**  | Chapters 1-8 |  **Mid-Term Exam** **Covers Chapters 1-9** |
| **6:** Jul 1 – Jul 7 | **Dialogue 3:**  | **Part 3: The Organizational Environment**Chapters 9-10 | Dialogue **3** |
| **7:** July 8 – Jul 14 |  | **Part 3: The Organizational Environment**Chapter 11-12 | Case **3** |
| **8:** Jul 15 – Jul 21 | **Dialogue 4:** | **Part 3: The Organizational Environment**Chapter 13-14 | Dialogue **4** |
| **9:** Jul 22 – Jul 28 |  | **Part 3: The Organizational Environment**Chapters 15-16 | Work on Career Profile Paper |
| **10:** Jul 29 – Aug 4 |  | **Part 3: The Organizational Environment**Chapter 17-18 | **Career Profile Paper**  |
| **11: Aug 5 – Aug 10** | **Final Exam** **Covers Chapters 9-18** |  | **Final Exam** **Covers Chapters** **9-18** |