

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
The Bryan School of Business and Economics
Department of Management

MBA 745: Doing Business in Germany
Spring 2014

I CONTACT INFORMATION

Professor: Dr. Moses Acquah
E-mail: acquah@uncg.edu
Office Hour: By Appointment
Office: Bryan 354

II COURSE DESCRIPTION

Practices and principles involved in conducting business in a specified country. Lectures and seminars by local academicians, and site visitation and lectures by foreign business people.

III CREDIT HOURS

3.0

IV LEARNING OUTCOMES

1. The student will be able to compare and contrast at least two business practices common in Germany with those found in the U.S.
2. The student will be able to explain the economic situation in the Euro zone.
3. The student will give two or more reasons for the ability of a high wage country like Germany to be competitive in international markets.

V. COURSE REQUIREMENTS

MBA 745 is offered in the following format:

1. First, we will have **one pre-departure seminar meeting** explaining the basis of the course and the requirements. This is schedule for **Friday, January 31st, 5:30-7:00 PM**. Attending the pre-departure seminar is compulsory. Please fill in the course

commitment form and hand in a hard copy to the instructor when you arrive at the seminar.

2. Then we will travel to Mannheim, Germany and stay there for a week. **You will have to arrive in Mannheim on Sunday, March 9th, and depart Mannheim on March 15th.** Plant visits and lectures at the University of Mannheim have been arranged for this week. In addition, sight-seeing and cultural enrichment side trips will be offered. You are to keep a daily journal of your experiences and submit your daily journal notes by **April 1, 2013 by 11:59 PM** by e-mail.

3. You will complete and submit a comprehensive final paper on any topic related to doing business in Germany. The report is due on **April 8, 2013 by 11:59 PM** by e-mail.

VI. PERFORMANCE EVALUATION

Daily Journal:	30%
Individual Final Paper:	70%

VII. READINGS

Recommended readings:

Culture Smart Germany: The Essential Guide to Customs & Culture. Available at Amazon.com

Any travel guide on Germany, such as:

1. *DK Eyewitness Travel Guide: Germany.* Available at Amazon.com; or
2. *Lonely Planet Germany Travel Guide.* Available at Amazon.com

VIII EVALUATION ITEMS

Daily Journal

Please submit a typed copy of your notes from all the daily activities and business meetings (lectures, trips, etc.) that you attended. Your notes should focus on describing what you **learned** from the daily activities and meetings.

Submit your daily journal notes by **April 1, 2013 by 11:59 PM** by e-mail. Late submissions are not accepted and will be graded at zero.

Required formatting: Times New Roman, 12, 1.5 spacing, 1" margins

Individual Final Paper

You are required to write a comprehensive paper on any topic related to doing business in Germany. Your topic must be pre-approved by the instructor. Please e-mail the instructor by April 1st at acquaah@uncg.edu with your topic and a brief explanation of why you want to examine it. Your paper should be 3,000-3,500 words in length (excluding any appendices). The references should follow the APA format (<http://uncg.libguides.com/citation> -> APA style), and a minimum of ten references should be included in the bibliography. Please note that you cannot include any publication in the reference list that you have not cited in the text, and you cannot cite any publication in the text that you do not include in the reference list.

The deadline of paper submission is **April 8, 2013 by 11.59 PM**. Please submit your paper to the instructor by e-mail. Late submissions are not accepted and will be graded at zero.

Required formatting: Times New Roman, 12, 1.5 spacing, 1" margins

The grading criteria for the final paper are:

- Suitability of the topic; paper structure; clarity: 10%
- Extent of research conducted and quality of reference: 20%
- Content and quality of the analysis: 60%
- Quality of writing: 10%

IX SCORING SYSTEM FOR THE FINAL GRADE

The following grading scale will be used in this course:

Percentage	Grade
94 – 100	A
90 – 93.99	A-
86 – 89.99	B+
82 – 85.99	B
78 – 81.99	B-
70 – 77.99	C
< 70	F

THE INSTRUCTOR RESERVES THE RIGHT TO MAKE CHANGES TO THIS DOCUMENTS AS NEEDED. ALL CHANGES WILL BE ANNOUNCED ON BLACKBOARD.

X IMPORTANT DATES

January 31, 5:30-7:00 PM	Pre-Departure Seminar; Course Commitment Form Due
March 9th	Arrive at Mannheim, Germany
March 15th	Depart Mannheim, Germany
April 1, 11:59 PM	Daily Journal due
April 8, 11:59 PM	Individual Final Paper due

MBA 745
Course Commitment Form

Complete and submit a hard copy at the pre-departure seminar on Friday Jan 31st. Electronic submissions not accepted.

Your full name:

Your hometown:

Reasons for taking this class:

Your previous work experience:

Your previous international experience (e.g. travel, education, work) or international background (e.g. family background):

Which other languages can you speak and/or understand apart from English?

Name five German companies:

Name five German cities:

Write five German words and provide their meanings:

Please include here any other information you would like for me to know about you or any concerns that you may have:

By completing and returning this form, I indicate that: I have read the syllabus. I understand that this class requires foreign travel and a significant amount of course work. I have scheduled sufficient time to complete the course elements and will complete all course elements on time. **I understand that all deadlines indicated in the syllabus are not negotiable and I myself am responsible for meeting all deadlines without further notification from the instructor.** If I have any questions or concerns I can contact Dr. Acquah as indicated in the syllabus.

Name (type your name here)

Date

Instructor Bio

Dr. Moses Acquah (Ph.D. University of Wisconsin-Milwaukee) is a Professor of Management (Strategic Management) and Director of the MBA Program and Interim at the University of North Carolina at Greensboro, USA. Dr. Acquah has previously led a study abroad program to Brazil for MBA students in the Bryan School. Dr. Acquah's current research focuses on strategic management and entrepreneurship in emerging economies, with special emphases on networking relationships, competitive strategy, human factor, and family business issues in Africa. His research has been published in journals such as the Strategic Management Journal, Strategic Organization, Journal of Management and Governance, Journal of Business Research, Review of Human Factor Studies, Journal of African Business, International Journal of Production Economics, Journal of International Management, Human Relations, International Journal of Production Research, European Management Journal, Journal of Developmental Entrepreneurship, and Economic Self-Reliance (ESR) Review. Dr. Acquah has also published two book chapters and his research, which has also been presented in several national and international conferences, is published in several conference proceedings. He has won research grant awards from the Ewing Marion Kauffman Foundation, USA; the Family Owned Business Institute (FOBI), USA; and the Emerald Publishing Group, UK; to conduct research into entrepreneurship in OECD countries, strategic management issues in family businesses and public management research in Africa respectively. His research has also won awards at the Family Enterprise Research Conference (FERC) and the Decision Science Institute (DSI). Dr. Acquah currently serves on the Editorial Review Boards of the Journal of African Business, Journal of Education for Business, South African Journal of Human Resource Management, African Journal of Economic and Management Studies, and the International Journal of Information Security and Privacy. Dr. Acquah is the founding Treasurer of the Africa Academy of Management (AFAM) and the Vice President for Membership of the International Academy of African Business and Development (IAABD). He has also served as the Academy of Management's Business Policy and Strategy Division's Global Representative for Africa. Dr. Acquah has previously taught at the University of Wisconsin-Milwaukee and a Visiting Professor at the Ghana Institute of Management and Public Administration (GIMPA), Ghana; Kwame Nkrumah University of Science and Technology (KNUST), Ghana; and the International Leadership University, Nairobi, Kenya. Dr. Acquah's areas of teaching include Strategic Management; Doing Business Abroad; Management of Technology and Innovation; International Management; and Managing the Family Business.