



# MGT 302: OPERATIONS AND ENVIRONMENTS IN FOREIGN JURISDICTIONS

Department of Management, Bryan School of Business  
University of North Carolina-Greensboro

**Lecturer:** Karen Lynden  
**Office:** Bryan 344E

**Class Meets:** M-W 3:40-4:45 PM  
**Office Hours:** M/W, by appointment

**Class Location:** Bryan 132  
**Email Address:** [k\\_lynden@uncg.edu](mailto:k_lynden@uncg.edu)

**Replies to E-mails:** During weekdays, I will answer e-mails within 48 hours. *Messages sent during a weekend, holiday or college break will be returned within a day or two of the resumed work week.*

## REQUIRED TEXTBOOK

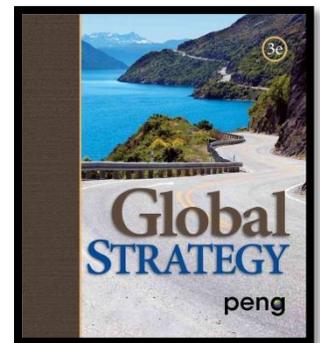
Global Strategy, 3rd Edition, Mike Peng,  
ISBN-10: 1133964613, ISBN-13: 9781133964612

## COURSE MATERIALS

Materials and grades will be posted on CANVAS (<https://uncg.instructure.com>)

## COURSE DESCRIPTION

Study of international business environments from the managerial aspect, and of practices and principles of conducting international business from the perspective of a specific foreign country.



## COURSE LEARNING OBJECTIVES

Upon successful completion of this course, students will be able to:

- Identify the internationalization process of the firm
- Analyze different modes of foreign market entry
- Identify ways of developing and restructuring a global firm
- Discuss governance of a global firm
- Discuss the implications of social responsibility for a global firm
- Create well-reasoned suggestions about how to address many of the challenges and opportunities within an international business setting
- Demonstrate decision-making and problem-solving skills related to an international business case challenge through successful completion in the X-Culture project completion

## COURSE FORMAT

The course is organized around a series of lectures, readings, assignments, and an international collaboration project (X-Culture). Lectures are designed to facilitate understanding of the key terms and concepts and the theoretical foundations of international business.

## COURSE REQUIREMENTS

Activity	Description	Qty	Pts each	Total
<b>EXAMS</b>	There will be three non-cumulative exams taken in class on scheduled dates. Each exam covers textbook chapters and relevant classroom discussions. <b>Each exam has 30 multiple-choice questions; each question worth 0.5 points, for a total of 15 points per exam.</b> Books, notes, cell phones and other portable electronics are NOT ALLOWED on the exams. <i>Each exam is valued at 15% of the total course value.</i>	<b>3</b>	<b>15</b>	<b>45</b>
<b>X-CULTURE</b>	Working in global virtual teams (typically 3-7 students, 3-7 countries), students will conduct a market opportunity analysis and develop a market entry plan for a multi-national company. All details related to X-Culture will available in the CANVAS module for X-Culture. <i>X-CULTURE is valued at 25% of the total course value.</i>	<b>1</b>	<b>25</b>	<b>25</b>
<b>In class assignments or quizzes</b>	The goal of each <b>in class quiz or assignment</b> is to provide students with an opportunity to apply the knowledge received in the course in a series of practical exercises. <i>Each is valued at 2% of the total course value.</i>	<b>10</b>	<b>3</b>	<b>30</b>
	<b>TOTAL POSSIBLE POINTS =</b>			<b>100</b>

**EXTRA CREDIT:** No extra credit assignment opportunities are provided on an individual basis, for the benefit of just one or a few students. If any valuable extra credit opportunities arise, the opportunity will be offered to all students.

<b><u>Grading Scale:</u></b>	<b>A+</b>	<b>97 and above</b>
	<b>A</b>	<b>93-96</b>
	<b>A-</b>	<b>90-92</b>
	<b>B+</b>	<b>87-89</b>
	<b>B</b>	<b>83-86</b>
	<b>B-</b>	<b>80-82</b>
	<b>C+</b>	<b>77-79</b>
	<b>C</b>	<b>73-76</b>
	<b>C-</b>	<b>70-72</b>
	<b>D+</b>	<b>67-69</b>
	<b>D</b>	<b>63-66</b>
	<b>D-</b>	<b>60-62</b>
	<b>F</b>	<b>Below 60</b>

To translate numeric grades into letter grades, final grades will be rounded to the nearest integer (no decimals).

## COURSE SCHEDULE – FALL 2016

MODULE	Date	Topics & Activities
1	Monday 8/22	Introduction & Course Overview Chapter 1
1	Wednesday 8/24	Chapters 1-4
1	Monday 8/29	Chapters 1-4
1	Wednesday 8/31	Chapters 1-4
<b>9/5 Labor Day – No Class</b>		
1	Wednesday 9/7	Chapters 1-4
1	Monday 9/12	EXAM #1 (CHAPTERS 1-4)
2	Wednesday 9/14	Chapters 5-8
2	Monday 9/19	Chapters 5-8
2	Wednesday 9/21	Chapters 5-8
2	Monday 9/26	Chapters 5-8
2	Wednesday 9/28	Chapters 5-8
2	Monday 10/3	<b>X-CULTURE BEGINS (SEE X-CULTURE SCHEDULE)</b> Chapters 5-8 and X-Culture
2	Wednesday 10/5	Chapters 5-8 and X-Culture
2	Monday 10/10	EXAM #2
2	Wednesday 10/12	9-12 and X-Culture
<b>10/17 UNC Fall Break Day – No Class</b>		
3	Wednesday 10/19	Chapters 9-12 and X-Culture
3	Monday 10/24	Chapters 9-12 and X-Culture

3	Wednesday 10/26	Chapters 9-12 and X-Culture
3	Monday 10/31	Chapters 9-12 and X-Culture
3	Wednesday 11/2	Chapters 9-12 and X-Culture
3	Monday 11/7	Chapters 9-12 and X-Culture
3	Wednesday 11/9	Chapters 9-12 and X-Culture
3	Monday 11/14	Chapters 9-12 and X-Culture
3	Wednesday 11/16	Chapters 9-12 and X-Culture
3	Monday 11/21	Chapters 9-12 and X-Culture
3	Wednesday 11/23	<b>X-CULTURE DUE THIS WEEK* (SEE X-CULTURE SCHEDULE)</b> Chapters 9-12 and X-Culture
3	Monday 11/28	Chapters 9-12
3	Wednesday 11/30	Chapters 9-12
3	Monday 11/5	Chapters 9-12 LAST DAY OF CLASS
3	Wednesday 11/7	NO CLASS
<b>FINAL EXAM</b>	<b>12/12</b>	<b>FINAL EXAM</b> Friday, December 9 <sup>th</sup> - 3:30-6:30 pm. <i>(on module #3 chapters 9-12 only)</i>

## ANTICIPATED X-CULTURE SCHEDULE

Task	Late Track Deadline
Pre-project Readiness Test	before the official project start
Official Start of the Project, Teams Formed	Monday, Oct 3
Establish Contact and Meet your Teammates	Thursday, Oct 6
Report Section 1 Company analyses	Sunday, Oct 9
Report Section 2*	Sunday, Oct 16
Report Section 3*	Sunday, Oct 23
Report Section 4*	Sunday, Oct 30
Report Section 5*	Sunday, Nov 6
Report Section 6*	Sunday, Nov 13
Report Section 7*	Sunday, Nov 20
Complete Preliminary Draft	Tuesday, Nov 22
Final Report	Friday, Nov 25
Post-Project Survey	Saturday, Nov 26

### ATTENDANCE

Regular class attendance is necessary to master the material in the course. Students are expected to be in class by the start of class and prepared to discuss assigned readings and participate in class activities and discussions. Coming to class late and leaving early interfere with the class presentation and disturb the other students in the class.

Attendance is strongly encouraged, and students who take attendance seriously are rewarded in ways that may improve their grades:

- In most lectures you will get a preview of 1-2 questions that are similar to those that will appear on the exam. The questions will not be included in the materials posted in Canvas. This way, by attending each session you will have a chance to preview a number of exam questions.
- I have scheduled X-Culture Workshop class sessions to allow us to focus on course concepts in relationship to the business cases and other topics that can best support successful project outcomes (Company details, working as an international team tips, APA guidelines, research tips and resources, etc.)
- Attending the class is likely to substantially reduce your time investment in the course because;
  - Not all concepts and theories covered in the textbook will be covered on the exam; the lectures will be tailored toward the materials that will be covered on the exam.
  - Some important international business issues and concepts are not included in the textbook; they will be discussed in class and covered on the exam.

### ABSENCES

Students are responsible for all material covered when they do not attend class. Announcements, assignments, and activities are posted to CANVAS. Maintain personal contact with the instructor (email) when absences must occur. If you are concerned about your progress in the class, schedule an appointment immediately.

## **LATE WORK and MISSED DEADLINES**

There will be NO make-up exams, projects, or assignments. If, in the case of a sincere emergency, this would require a documented excuse, such as a doctor's note – ***on or before the day of the deadline***. Failure to adhere to this policy will result in a grade of zero for that exam or assignment. In the case where late work is approved, an alternate assessment may be created at the instructor's discretion.

**X-Culture Work:** Late work is not accepted. There are a number of days where this work could be submitted early if necessary, and this work is completed online, so physical class attendance is not a factor in meeting deadlines.

## **FACULTY – STUDENT GUIDELINES**

The Bryan School has adopted a set of faculty and student guidelines. Please read:

[www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf)

## **STUDENT CONDUCT**

To respect the learning environment for all students, no disruptive behavior is permitted in class. During class lectures and all exams, please turn off cell phones (or set to vibrate) and other electronic devices. You may not leave the room or communicate with anyone during the test.

I have included the links to the University and Bryan School conduct policies for your reference:

<http://studentconduct.uncg.edu/policy/code/>  
[www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf)

## **HONOR CODE**

UNCG's honor code is based on upholding four fundamental values: honesty, integrity, responsibility, and respect. Adherence to these values is expected from students in and out of the classroom, on and off campus and in and out of the country. Breaches of these values will result in an academic or social honor code violation.

Honor code violations that result in a lowering of your grade or your failure of the class include plagiarism, cheating, stealing, or facilitating academic dishonesty. Students may learn more about the honor code, including definitions of violations, the process for adjudication and possible sanctions at <http://studentconduct.uncg.edu/policy/code/>. Students who are uncertain about whether specific behaviors or activities in this class are violations of the honor code should contact the instructor immediately.

UNCG's Academic Integrity Policy and the Student Code of Conduct may be found at the following sites:

<http://academicintegrity.uncg.edu/complete/> <http://studentconduct.uncg.edu/policy/code/>

## **DISABILITY SERVICES**

If you are a student with a documented disability who will require accommodations in this course, please register with Disability Resource Services for assistance in developing a plan to address your academic needs. Their website is: <http://ods.dept.uncg.edu/services>

Any requests for special accommodations must come through that office with the appropriate paperwork.