



Introduction to International Business (MGT 301)

Spring 2018

Course/Section	Time/Day	Room
MGT 301 - 03	2:00 p.m. – 3:15 p.m. M/W	Bryan 122
MGT 301 - 05	3:15 p.m. – 4:45 p.m. M/W	Bryan 160

Assistant Professor	Anju Mehta
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Office Hours	T/TH: 2:00 - 3:00 p.m. and by appointment

Communication: UNCG email and CANVAS will be used, so please check these regularly. Please put “MGT 301” in subject when emailing.

All students officially registered for the course can access the course Canvas website (<http://courses.uncg.edu>). The Canvas website includes course syllabus, class announcements, assignments, PowerPoint slides, and other relevant course information.

Modes of instruction: Lecture, discussion and assignments, audio/visual

Course Objectives

This course is aimed at making students:

- learn terms and concepts related to international business such as globalization and international markets
- acquire a basic understanding of the global business environment
- understand the challenges and opportunities within an international business setting
- understand key ethical and environmental issues typically connected to international business
- find, interpret, and evaluate information on diverse cultures
- understand different cultures and how cultural differences impact global business
- explain cross-border trade and investment and the role of the global monetary system
- identify skills and behaviors that contribute to personal success in overseas assignments
- demonstrate decision-making and problem-solving skills in case study analysis

Text and Readings

Course Text: International Business (The Challenges of Globalization), 8th edition, by Wild/Wild/Han, Prentice Hall.

Recommended readings:

- Friedman, T. (2006), "The World is Flat: A Brief History of the Twenty-First Century" CA: Farrar, Straus, and Giroux.
- Porter, M. (1998) "The Competitive Advantage of Nations", New York: Free Press.
- Friedman, T., Mandelbault, M. (2008) "That Used to be Us: How America Fell Behind in the World It Invented and How We Can Come Back", New York: Farrar, Straus and Giroux.

You are responsible for reading the textbook and other assigned materials ahead of class as a basis for discussion and in the event of a quiz. Reading the chapter ahead of class will substantially increase your understanding of the concepts and help you earn a better grade. Additionally, discussing each and every topic from the textbook will not be possible in class due to time constraints. In class, we will concentrate on relatively important and complex concepts. However, you will be tested on textbook material not covered in the class. Therefore, you will be responsible for reading the textbook thoroughly and being prepared to answer test questions based on textbook and other material.

Course Grading Criteria

S. No.	Course Components	Points
1	Exams 1 -3	300
2	Quizzes	120
3	Project presentation & Peer Evaluation	130
4	Homework assignments and class participation activities	50
	TOTAL	600

Grade Distribution Scheme*

Minimum Percentage for Corresponding Grade	Letter grade
97%	A+
93%	A
90%	A-
87%	B+
83%	B
80%	B-
77%	C+
73%	C
70%	C-
67%	D+
63%	D
60%	D-
Less than 60%	F

*NOTE: Grade points will be calculated to two decimal points. The decimal points will be rounded to the nearest whole number based on the following criteria. Decimal points .50 and above will be rounded to the next higher whole number, and decimal points .49 and below will be rounded to the nearest lower whole number. For example, if your grade is 89.49, it will be rounded to 89. If your grade is 89.50, it will be rounded to 90.

Exams

There will be three exams including the final exam. Exams will measure how complete and accurate your understanding of the material is. Each exam may have a mix of true/false, multiple choice, and scenario questions. For each exam, we will study more material than can be included on an exam, to be taken in a 1 hour 15 minutes class session. Each exam will cover the textbook chapters, class lectures, and any other materials presented during the course.

Quizzes

There will be 3-4 quizzes during the semester. The quizzes may be announced in advance or may be unannounced (pop-quizzes). These will have multiple-choice/true-false/fill-in-the-blank type questions and are meant to encourage you to read the text as listed on the class schedule and attend classes. There will be no make-ups for any pop-quizzes without documented university approved excuse.

Project Presentation and Peer Evaluation

Students will have an opportunity to work on a project where they will be analyzing a business case and presenting their recommendations via a team presentation. The details regarding the presentation will be provided in class. There will be one presentation per team as per the schedule. Each team member will also complete a peer evaluation form at the end of the semester to evaluate the contributions of other members to the team presentation. Average of all ratings received by a team member will be used to evaluate each student's peer evaluation grade. No student will be allowed to submit any team activity, including team presentation, individually, i.e., to earn any team-based grade you will need to work in a team. In case there are any team conflicts or issues, they should be brought to professor's notice at least 2 weeks before the team presentation date. Unresolved conflicts may lead to the entire team losing its grade.

Team presentation grade for each member will be based on the peer evaluation score received, team member's performance during presentation, and team's overall performance.

Homework and Class Participation Activities

As a student, you are encouraged to participate in the learning process by attending the class regularly. Each absence may result in loss of grade points. Your participation grade will be based on the number and quality of class activities you participate in and class assignments you submit throughout the semester. Participation includes voluntarily engaging in class discussions, answering questions, completing and submitting class assignments by allotted time, and raising relevant discussion questions in class. Homework assignments will also be distributed in class.

Other Notes

Seating chart: Since students tend to sit in the same place in a classroom, we will be completing a seating chart to help me grade class participation fairly.

Grading issues: In some of the assignments, review, and questions, there will always be some element of personal judgment based on professor's professional assessment and the overall class performance. This means that some part of your grade will be based on how you do relative to the class and on professor's professional assessment of expected standards that you should achieve. For the multiple-choice and true-false questions on exams and quizzes, any exam/quiz question, which is answered incorrectly by more than 80% of the students, will be dropped from the exam/quiz to ensure fairness and clarity.

Grading criteria: For any assignment or activity, the guidelines provided by the instructor are for guidance purposes only. Fulfilling the required criteria as per the guidelines does not guarantee an "A" in the assignment. Your grade will depend on several factors such as the quality of content, originality, depth of analysis, out-of-box thinking or creativity, relevance of application of concepts, and so on, as the case may be.

General Course Policies

General Behavior: Students are expected to conduct themselves with respect and professionalism toward faculty, students, and others present in class, and will follow the rules prescribed by the instructor for classroom behavior. Students who do not comport themselves appropriately may be asked to leave the classroom (possibly with a grade penalty), or may be dropped from the course by the instructor.

Cell Phones and Laptops: Before you enter the classroom, please turn off and put away your cell phone (and anything else that may ring/beep). Laptops, smartphones, PDAs, and other electronic devices (such as recording equipment) may not be used during class without specific approval from the instructor. *Your grade may be negatively affected if you are found using a cell phone or other electronic devices in class.*

Religious Observance: The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. Students requesting a religious absence must notify the instructor of each absence *14 days in advance of the date* of the religious observance. The request must state in writing the nature of the religious observance and the date(s). Student's participation must be confirmed in writing by an official of the religious organization. The instructor will require the student to complete any test or assignment in advance of the originally scheduled date of the test or assignment that is impacted by the absence due to the religious observance. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

UNCG Athletics & Performing Artists: It is up to each athlete or artist to identify future missed classes at the start of the semester and notify me in writing (e-mail) by no later than the second week of the semester. If your UNCG event interferes with an exam/assignment you are required to submit the assignment/take the exam **prior to** the regularly scheduled date.

Students with Disabilities: UNCG seeks to comply fully with The Americans with Disabilities Act and section 504 of the Rehabilitation Act of 1973. Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University center, 334-5440, www.uncg.edu/ods.

Missed work: Students must take exams and turn in assignments at the scheduled times – work will not be accepted late nor will make-up exams be allowed (legitimate absences due to events beyond a student's control or participation in university-sanctioned events will be handled on an individual basis and at the professor's discretion). Make-up exam may have a different set of questions than the original exam. If you miss an exam or quiz, it is your responsibility to schedule a make-up within a week of the missed assignment.

Academic Integrity: By the singular act of registering for this course, you are agreeing to abide by the UNCG Academic Integrity Policy. All written work submitted must be original and produced by the student/team for this class only. If you are for any reason unfamiliar with the contents of the code, please review it on the school's website link: <http://sa.uncg.edu/dean/academic-integrity/>. Violations will be pursued. Academic Integrity applies to all aspects of the course. Please be aware that the following also constitute Integrity Violations:

- You may not be in possession of any unauthorized exam or related materials, including old exams.
- No electronic devices are allowed to be on or visible during an exam.
- Signing an attendance sheet for another student and/or failing to attend the entire class is a falsification of your attendance and an academic integrity violation.
- Once an exam begins, you are not allowed to leave for any reason until you have submitted the exam.
- Falsification of any material used in the preparation or development of assignments is a code violation.
- The Bryan School of Business and Economics has recently developed and accepted Faculty and Student Guidelines focusing on the expected performance of each. Since these guidelines are new, please take the time to review them. They can be found at the following link: http://bae.uncg.edu/assets/faculty_student_guidelines.pdf

GOOD LUCK FOR THE SEMESTER!