# http://communityengagement.uncg.edu/wp-content/uploads/2015/10/FullNameBAEHColor-580x242.png

# Department of Management

### Introduction to International Business

### Course Syllabus

## Course Information

|  |  |
| --- | --- |
| Course Number/Section/Title: | *MGT 301 03* |
| Term: | Spring 2024 |
| Semester Hours: | 3 semester hours |
| Course Title: | Introduction to International Business | |
| Times and Days: | Online | | |
| Location: | *Online* | | |

###### Office Hours: **Virtual Appointments available upon request**

## Professor Contact Information

|  |  |  |
| --- | --- | --- |
| Professor | Ron Shaffer |  |
| Office Location | 374 Bryan Bldg |  |
| Phone | (336)256-0470 |  |
| Email Address | rrshaffe@uncg.edu |  |

###### 

**COURSE DESCRIPTION:** Introduction to the environmental factors which increasingly cause businesses to become international in the scope of their activities. Nature of global business and multinational organizations analyzed. Prerequisite: Major in ACCT, BADM, ECOS, ENTR, FINC, HTMT, INTB, ISSC, or MKTG. The learning outcomes for this course are the following:

1. Define and discuss key terms and concepts related to international business.
2. Acquire a basic understanding of the structure of the global economy and the perspectives of various actors in the global economy.
3. Make well-reasoned suggestions about how to address many of the challenges and opportunities within an international business setting.
4. Knowledgeably discuss some of the key public policy, ethical and environmental issues that are typically connected to international business.
5. Discuss the challenges that third world countries have in participating in world trade, and the different perspectives that exist regarding intellectual property rights and the third world.
6. Define international business and discuss how it differs from domestic business.
7. Find, interpret, and evaluate information on diverse cultures.
8. Describe interconnections among regions of the world.
9. Use diverse cultural frames of reference and alternative perspectives to analyze issues.

For this course resources are part of a Grades First Program in collaboration with the UNCG Bookstore and MCGrawHill/Connect. You are not required to have a printed hard-copy text. All work in the course will be submitted through Connect or posted on Canvas. Please be aware that students will have access to an ebook. Students are not required to purchase a hardcopy of the textbook.

A link to course assignments will be provided in the Module’s section in Canvas and any additional information will be posted in the Announcements section in Canvas. There is no need to purchase anything from the UNCG bookstore.

**Information on REQUIRED course material:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Title** | **Edition** | **Author** | **Publisher** | **ISBN** |
| **Connect access for “Global Business Today”** | 12 | Hill | McGrawHill | 9781264209606 |

Go to the MGT 301 **Canvas Announcements** for more information on student resources for the course. Links to all assignments and chapter quizzes will be available in Canvas in the Modules section.

**General Description of Course Activities**

**Assignments:** Students will complete Discussion Forums, Video Assignments, Simulations, and have additional assignments related to various chapter topics throughout the semester. Links for all assignments will be provided in the Modules section in Canvas.

**Quizzes:** Chapter quizzes will be assigned to assist in exam preparation. I encourage you to read the chapters and review the PowerPoint slides provided for each chapter before you attempt the chapter quizzes. Note: you will have multiple attempts to complete each quiz and only your highest scores for each quiz will be used to calculate your course grade.

**Exams:** Exams will be announced in Canvas. There will be two exams and a final exam during the semester. All exams will be administered using Respondus Lockdown Browser and Web Monitoring. You will not be allowed to use any resources as exams are completed. Respondus Lockdown Browser and Web Monitoring will video and audio record you during the testing process. If there is an issue with your webcam or your recording, your exam will not be accepted. More information will be provided during the semester.

**PERFORMANCE EVALUATION:**

Exams . . . . . . . . . . . . . . . 30%

Final Exam . . . . . . . . . . . . . . . . . . 15%

Assignments, Discussion Forums,

Simulations, and Chapter Quizzes . . . . . . . . . 55%

**GRADING SCALE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | B+ 87-89.99 | C+ 77-79.99 | D+ 67-69.99 | F below 60 |
| A 94-100 | B 84-86.99 | C 74-76.99 | D 64-66.99 |  |
| A- 90-93.99 | B- 80-83.99 | C- 70-73.99 | D- 60-63.99 |  |

**ATTENDANCE AND PARTICIPATION:** Submitting your weekly assignments constitutes attendance. It is extremely important that you submit your work in a timely manner each week. Your overall success in this course will in large part be determined by your consistency of effort. Late work will not be accepted without an extenuating circumstance.

-

**Course Policies**

***Use of Canvas as the Learning Management System***

Canvas is the primary platform for instructor announcements, access to the syllabus and graded assignments. Students are expected to access Canvas daily for pertinent information regarding the course.

* I strive to apply rules to all students equally to avoid perceptions of favoritism. With very rare exception due to extreme circumstances, I may, at my discretion, make exceptions to course policies for individual students. I reserve the right to make changes to the Syllabus or Course Schedule at any time with prior notice to students.
* You are responsible for keeping up with course announcements communicated by the instructor via Canvas and email.
* You are responsible for learning how to navigate Canvas.
* You are responsible for ensuring that you have access to a reliable computer and adequate Internet connection and for addressing technical (computer and internet) problems immediately.
* Deadlines for all assignments and exams will be strictly enforced for all students. Do not assume that you are entitled to a special exception because you are “busier” than others in the class.
* I will not accept documents sent to me in hardcopy (unless previously approved). All documents must be submitted via Canvas.
* If you experience significant learning obstacles in this course, or have questions or concerns about your performance, grades, or other class-related issues, it is your responsibility to initiate a discussion with me in a timely manner. I welcome criticism and feedback offered in a respectful and constructive manner.
* Treat others with respect. This includes providing others with constructive feedback, using appropriate language, and avoiding disrespectful debates.

***Make-up exams***

It is important to note that make-up exams will only be given for very extreme, unforeseen circumstances. Anticipate a severe penalty for a late submission. If you miss an exam, appropriate supporting documentation must be provided to the instructor as soon as possible. Only upon instructor approval will a make-up exam be given. The date will be determined. The make-up exam may be administered using Respondus Lockdown Browser or an oral exam may be required.

***Extra Credit***

Extra credit is not available in this course. If there is a change in this policy, there will be an announcement posted in Canvas. In order to support procedural fairness, extra credit will not be provided based on individual requests.

***Late Work***

Late assignments will rarely be accepted. In the case of very extreme, unforeseen circumstances, accommodations may be considered. This will be considered the exception—not the standard. Please contact me with any questions.

***Special Assignments***

All assignments will be posted in Canvas or announced, along with due dates and any special instructions necessary to complete the assignment.

### ACCOMMODATIONS

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, 334-5440, [oars.uncg.edu](http://ods.uncg.edu/).

Students may request accommodations for religious holidays under applicable laws. See <https://catalog.uncg.edu/academic-regulations-policies/university-policies/> for more information.

Students should remind the instructor in advance when accommodation affects course activities, e.g., before taking exams, to ensure that the instructor has updated systems accordingly.

### HEALTH AND WELLNESS

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success.  These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu)

### ATTENDANCE AND LATE WORK/MAKEUP POLICIES

Students with university-related or requested absences, e.g., field trips in other courses or multiple exams during finals week, must make prior arrangements in advance for any conflicts with their schedule and due dates for the course.

Students should review the following [Bryan School Faculty and Student Guidelines](https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf) to understand the roles and responsibilities of both students and faculty.

**ACADEMIC INTEGRITY CODE & FACULTY/STUDENT GUIDELINES**

Each student is required to comply with the Academic Integrity Policy on all work submitted for the course. Refer to the following URL: <https://osrr.uncg.edu/academic-integrity/>.

Students are expected to uphold and abide by the UNCG Academic Integrity Code in all matters pertaining to this course. Violations of the Code will be pursued in accordance with the code. All written work submitted should include the UNCG Code statement written out (“I have abided by the UNCG Academic Integrity Code in completing all aspects of this work.”) followed by your signature, indicating that you have abided by the Academic Integrity Code. This pledge will also indicate that you have not used information, materials, or papers prepared by or given by any other individual. For detailed information concerning the academic integrity code, visit:

<http://academicintegrity.uncg.edu/complete/>

For information concerning the Bryan School Faculty – Student Guidelines, explore the following website:

<http://www.uncg.edu/bae/faculty_student_guidelines_sp07.pdf>

***Academic Dishonesty Policy***Academic dishonesty includes, but is not limited to, the following:

1. Cheating or knowingly assisting another student in committing an act of cheating or other academic dishonesty;
2. Plagiarism (unauthorized use of another’s words or ideas, as one’s own), which includes, but is not limited to, submitting exams, theses, reports, drawings, laboratory notes, or other materials as one’s own work when such work has been prepared by or copied from another person;
3. Unauthorized possession of exams or reserved library materials; destroying or hiding source, library or laboratory materials or experiments or any other similar actions;
4. Unauthorized changing of grades, or marking on an exam or in an instructor’s grade book or such change of any grade record;
5. Aiding or abetting in the infraction of any of the provisions anticipated under the general standards of student conduct;
6. Hacking into a computer and gaining access to a test or answer key prior to the test being given. UNCG reserves the right to search the emails and computers of any student suspected of such computer hacking if a police report of the suspected hacking was submitted prior to the search; and
7. Assisting another student in violating any of the above rules.

A student who has committed an act of academic dishonesty has failed to meet a basic requirement of satisfactory academic performance. Thus, academic dishonesty is not only a basis for disciplinary action but may also affect the evaluation of a student’s level of performance. Any student who commits an act of academic dishonesty is subject to **disciplinary action**.

In instances where a student has clearly been identified as having committed an act of academic dishonesty, *an instructor may take appropriate disciplinary action, including a loss of credit for an assignment, exam or project; or awarding a grade of “F” for the course.*

#### Due Dates Chapters / Topics to be covered and anticipated assignments

Jan 11th Introduce Yourself Discussion Forum

Chapter 1 Globalization

Chapter 1 SmartBook Reading – due by 11:00pm

Chapter 1 Quiz– due by 11:00pm

Jan 18th Chapter 2 National Differences in Political, Economic, and Legal Systems

Chapter 2 SmartBook Reading – due by 11:00pm

Chapter 2 Quiz– due by 11:00pm

Jan 25th Chapter 3 National Differences in Economic Development

Chapter 3 SmartBook Reading – due by 11:00pm

Chapter 3 Quiz– due by 11:00pm

Feb 1st Chapter 4 Differences in Culture

Chapter 4 SmartBook Reading – due by 11:00pm

Chapter 4 Quiz– due by 11:00pm

Feb 8th Exam 1

Feb 15th Chapter 5 Ethics, Corporate Social Responsibility, and Sustainability

Chapter 5 SmartBook Reading – due by 11:00pm

Chapter 5 Quiz– due by 11:00pm

Feb 22nd Chapter 6: International Trade Theory

Chapter 6 SmartBook Reading – due by 11:00pm

Chapter 6 Quiz– due by 11:00pm

Feb 29th Chapter 7 Government Policy and International Trade

Chapter 7 SmartBook Reading – due by 11:00pm

Chapter 7 Quiz– due by 11:00pm

Mar 7th Spring Break Week

Mar 14th Chapter 8 Foreign Direct Investment

Chapter 8 SmartBook Reading – due by 11:00pm

Chapter 8 Quiz– due by 11:00pm

Mar 21st Exam 2

Mar 28th Chapter 9 Regional Economic Integration

Chapter 9 SmartBook Reading – due by 11:00pm

Chapter 9 Quiz– due by 11:00pm

Apr 4th Chapter 12: The Strategy of International Business

Chapter 12 SmartBook Reading – due by 11:00pm

Chapter 12 Quiz– due by 11:00pm

Apr 11th Chapter 14 Exporting, Importing, and Countertrade

Selecting and Managing Entry Modes

Chapter 14 SmartBook Reading – due by 11:00pm

Chapter 14 Quiz– due by 11:00pm

Apr 18th Chapter 16 Global Human Resources Management

Chapter 16 SmartBook Reading – due by 11:00pm

Chapter 16 Quiz– due by 11:00pm

TBA Final Exam

***These assignments and chapters covered are subject to change at the discretion of the Professor. All timelines, due dates and any changes will be posted on Canvas.***