



UNC  
GREENSBORO  
Bryan School of  
Business and Economics

# MGT-301: International Business Spring 2019

**Lecturer:** Karen Lynden

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**Office Location:** Bryan 391

**Office Hours:** Tuesdays, 9 AM - 12 noon, and by appointment

**Section:** MGT-301 (100% online)

**Replies to E-mails:** 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.

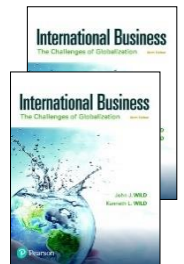
**Communicating with the instructor:** UNCG supported e-mail is the only official mode of communication. Include **MGT-301-04** in the subject line. Identifying your section will help me respond to your message faster.

**REQUIRED:** Students are required to have the text (print or digital) + MyLab

\*\*\*\*\* **MyLab is required, along with the text (print or e-text)** \*\*\*\*\*

**NEW Edition:** John J. Wild and Kenneth L. Wild – International Business, 9/E

- **Option 1: Physical Book** (print version) + **MyLab with eText** ISBN: 9780134890494
- **Option 2: eText + MyLab** (all digital, no print copy of book) ISBN: 9780134732015



**MyLab Registration Directions:** Please see the attachment in the “SYLLABUS” section of Canvas.

- *If you've used "MyLab" for other course in the past, please note there are several ways to register, and the only way your account will sync properly for this course is by following the provided directions step-by-step.*

**MGT 301 CATALOG COURSE DESCRIPTION:** This course is an 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 Course(s):** None

**MGT 301 COURSE OBJECTIVES:** Upon successful completion of this course, students will be able to:

1. Define international business and identify how international business differs from domestic business
2. Identify fundamental theories and concepts of international business
3. Describe the global marketplace and how the global marketplace relates to domestic markets
4. Identify political, cultural, and ethical differences among countries that are typically connected to international business
5. Identify skills and behaviors that contribute to personal success in overseas assignments
6. Create sound suggestions about how to address many of the challenges and opportunities within an international business setting
7. Demonstrate well-reasoned decision-making and problem-solving skills related to an international business case challenge, via successful X-Culture project completion

**COURSE FORMAT:** The course is organized in modules containing readings, videos, assignments, and an international collaboration project (X-Culture). The combined materials are designed to facilitate your understanding of the key terms and concepts and the theoretical foundations of international business.

**COURSE MATERIALS:** Materials and grades will be posted through **Canvas** (the UNCG learning management system, <https://uncg.instructure.com>) and within **Pearson MyLab**, which is integrated with Canvas.

Activity	Description	Qty	% of Grade
	<b>X-Culture Module:</b> Working in global-virtual-teams (typically 4-7 students, 3-7 countries), students will develop a market entry plan for a multi-national company. Students are randomly assigned to teams. <b>The project begins for us a few weeks into the semester, and you can learn about the project by accessing the X-Culture Module in Canvas from the first day of class.</b> <b>This is located in CANVAS, not MM Lab.</b>	1	30%
<b>World 101 Globalization Module</b>	<b>World 101 Globalization Module:</b> One assessment (25 true/false, multiple-choice, fill in the blank, or matching questions). One attempt per question. One attempt per assessment. Once started, students have 60 minutes to complete (over 2 minutes per question). <i>Once the deadline has passed, the item can no longer be completed.</i> <b>This is located in CANVAS, not MM Lab.</b>	1	10%
<b>Chapter “Watch It” (Video) Activities</b>	MyLab: One activity per chapter. Typically, five multiple-choice questions. One attempt per question. No time limit; take as long needed to complete the activity. <i>All of the activities are open from the first day of class, yet each has a specific deadline. Once the deadline has passed, the item can no longer be completed.</i> <i>The final due date always falls on a Sunday.</i>	16	10%
<b>Chapter “Quizzes”</b>	MyLab: One quiz per chapter (contains 25 true/false, multiple-choice, fill in the blank, or matching questions). One attempt per question. One attempt per quiz. No time limit; take as long needed to complete the quiz. <i>All of the quizzes are open from the first day of class, yet each has a specific deadline. Once the deadline has passed, the item can no longer be completed.</i> <i>The final due date always falls on a Sunday.</i>	16	20%
<b>Module Exams</b>	MyLab: There will be three (3) non-cumulative exams taken on scheduled dates (see p. 3). Each contains 100 multiple-choice questions. One attempt per question and one attempt per exam. There will be a 48-hour window to take the exam. Once started, students have 120 minutes to complete (over 1 minute per question). To have the full 120 minutes in the test, begin your exam at least two hours prior to the end of the exam availability period. The time is limited in order test knowledge of the material; not ability to search for information. Extended time is granted for students with documented disabilities. <i>Each exam = 10% of the course value. Once the deadline has passed, the item can no longer be completed.</i> Students may reference course materials, yet each student is expected take the test alone (with no group efforts or help from others). <i>X-Culture is the only collaborative work to complete in the course.</i> <b>Module exams are open on a Saturday and close Sunday at 11:59 PM (see P. 3.)</b>	3	30%

**FEEDBACK:** Exams and quiz scores will show upon completion; specific feedback on questions is released after the final due date. X-Culture reports are graded within a week of the final deadline. All other activities are graded with feedback upon completion.

**SUPPLEMENTAL:** MyLab also offers “Warm Up” and “Try It” (simulation) activities. These are not graded, yet they can be helpful self-assessments for you in approaching course content within each module.

**EXTRA CREDIT:** Extra credit is not provided in this course.

## DUE DATES

### MODULE I

Chapter 1: Globalization  
Chapter 2: Cross-Cultural Business  
Chapter 3: Political Economy & Ethics  
Chapter 4: Economic Development of Nations

**X-Culture:** Review X-Culture materials in module folder in CANVAS and on the X-Culture website

### MyLab Final Due Dates

- 1/27 (11:59 PM): Chapter 1: Watch It Video; Quiz
- 2/3 (11:59 PM): Chapter 2: Watch It Video; Quiz
- 2/10 (11:59 PM): Chapter 3: Watch It Video; Quiz\*
- 2/10 (11:59 PM): Chapter 4: Watch It Video; Quiz\*

**Exam 1 (Ch. 1-4): 2/16 (12:01 AM) - 2/17 (11:59 PM)**

**Globalization World 101 Activity and Quiz: Final Due date 2/17 (11:59 PM)**

**X-Culture Readiness Exam:** Complete upon receipt of e-mail from X-Culture (to be announced late January/early February)

*\*You have two (2) MM Lab chapter work due this week*

### MODULE II

Chapter 5: International Trade Theory  
Chapter 6: Political Economy of Trade  
Chapter 7: Foreign Direct Investment  
Chapter 8: Regional Economic Integration  
Chapter 9: International Financial Markets  
Chapter 10: The International Monetary System

### MyLab Final Due Dates

- 2/24 (11:59 PM): Chapter 5: Watch It Video; Quiz
- 3/10 (11:59 PM): Chapter 6: Watch It Video; Quiz\*
- *Spring Break*
- 3/10 (11:59 PM): Chapter 7: Watch It Video; Quiz\*
- 3/17 (11:59 PM): Chapter 8: Watch It Video; Quiz
- 3/24 (11:59 PM): Chapter 9: Watch It Video; Quiz
- 3/31 (11:59 PM): Chapter 10: Watch It Video; Quiz

**Exam 2 (Ch. 5-10): 4/6 (12:01 AM) – 4/7 (11:59 PM)**

*\*You have two (2) MM Lab chapter work due this week*

### MODULE III

Chapter 11: International Strategy & Organization  
Chapter 12: Analyzing Intl. Opportunities  
Chapter 13: Selecting & Managing Entry Modes  
Chapter 14: Developing & Marketing Products  
Chapter 15: Managing Intl. Operations  
Chapter 16: Hiring & Managing Employees

### MyLab Final Due Dates

- 4/7 (11:59 PM): Chapter 11: Watch It: Video; Chapter Quiz
- 4/14 (11:59 PM): Chapter 12: Watch It: Video; Chapter Quiz\*
- 4/14 (11:59 PM): Chapter 13: Watch It: Video; Chapter Quiz\*
- 4/21 (11:59 PM): Chapter 14: Watch It: Video; Chapter Quiz
- 4/28 (11:59 PM): Chapter 15: Watch It: Video; Chapter Quiz\*
- 4/28 (11:59 PM): Chapter 16: Watch It: Video; Chapter Quiz\*

**Exam 3 (Ch. 11-16): 5/4 (12:01 AM) – 5/5 (11:59 PM)**

*\*You have two (2) MM Lab chapter work due this week*



- Review X-Culture materials in the Canvas module folder at the start of the semester.
- X-Culture Readiness Test: Complete upon receipt of e-mail from X-Culture
- Project due dates- to be posted a few weeks after the start of the semester, provided by X-Culture.

## FINAL GRADE SCORING SYSTEM

FINAL GRADE SCORING SYSTEM	A 93-100	A- 90-92
B+ 87-89	B 83-86	B- 80-82
C+ 77-79	C 73-76	C- 70-72
D+ 67-69	D 63-66	D- 60-62
F Below 60		

**Note:** To translate numeric grades into letter grades, final grades will be not be rounded up to the nearest decimal point.

## LATE WORK/ MISSED DEADLINE POLICY

There are no make-up for missed deadlines or reduction in grade for late work. The work is either submitted by the final deadline or marked “zero.”

**A special note on X-Culture deadlines:** I do not have the ability to extend X-Culture deadlines. Once you have the ability to complete the readiness test, you will see that each milestone challenge (weekly deliverable) is detailed in the client instructions PDF, so every student has a preview of what work is expected each week. Once teams form, your team members from other colleges and universities around the world will be depending on you to be an active team member every week. **It is most important you communicate with your team if you have any illness or event that will affect your ability to contribute to the team.**

### Late Work Policy Exceptions

- **Extreme Emergencies:** While firm in following this policy, there are reasons for exceptions. In the unfortunate case of an urgent emergency (*hospitalization, serious illness, death of an immediate family member*), I will provide an alternate arrangement, if I am provided *proper documentation within 48 hours of the missed deadline*.
- **Religious Observance:** UNCG allows for 2 excused absences each academic year for religious observances required by the faith of the student. The UNCG policy states- to request a religious absence, e-mail the instructor 14 days in advance of the deadline date that is a conflict. Upon approval, arrangements will be made so you are able to complete the assignment in advance of the scheduled deadline.
- **UNCG Athletics & Performing Artists:** Each athlete or artist must identify future deadline conflicts with UNCG events no later than a week before the deadline. If your UNCG event interferes with a deadline, please e-mail me the proper documentation and I arrange for you to take the exam prior to the scheduled deadline.

## TECHNICAL DIFFICULTIES

Inability to access the internet during the course is not an acceptable excuse for missing deadlines. The UNCG computer labs and public libraries provide computer and internet access free of charge. Personal technical problems reported after the expiration of a deadline will not be considered a valid excuse for missing the deadline. Avoid taking the exam/completing an assignment at the last minute to avoid any last minute technical problems.

If you have a technical problem with an exam or MyLab activity, create a Technical Help ticket and **forward the ticket (with ticket #) immediately via e-mail to me before the deadline time expires**. If you have a legitimate technical problem and report it as directed, you will receive a case number and corroboration of the

issue from either 6 Tech or Pearson Technical Services. This will be the quickest way to address your problem. I may, from time to time, accept a technical problem as an excuse for a late assignment if it is accompanied by a valid case number.

**Technical difficulties should be directed to:**

- **UNCG 6-tech** for computer and/or Canvas issues: [6-tech@uncg.edu](mailto:6-tech@uncg.edu) or call 336.256.324
- **Pearson Technical support for MyLab:** Access the “MyLab and Mastering tab” in our canvas course and access the “Student Help or Support” links available to you.

**COLLEGE POLICIES**

**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:** Links to the University conduct policies for your reference:  
<http://studentconduct.uncg.edu/policy/code/>

**HONOR CODE:** UNCG’s honor code is based on upholding four fundamental values: honesty, integrity, responsibility, and respect. 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.

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*The instructor reserves the right to make changes to this document as needed. Changes will be announced on canvas.*