



UNC  
GREENSBORO  
Bryan School of  
Business and Economics

# MGT-301: International Business Fall 2019

**Lecturer:** Karen Lynden

**E-mail Address:** [k\\_lynden@uncg.edu](mailto:k_lynden@uncg.edu)

**Office Location:** Bryan 391

**Office Hours:** Tuesdays, 9:30 AM – 12:30 PM, and by appointment

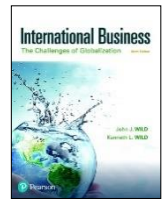
**Replies to E-mails:** Weekdays, I will answer e-mails within 48 hours. Messages sent during a weekend, holiday, or college break will be returned within a day or two of the resumed work week.

**Communicating with the instructor:** UNCG supported e-mail is the only official mode of communication. Include MGT-301 and the section number (MGT-301-01) in the e-mail subject header. I teach multiple sections and identifying your section will help me respond faster.

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

\*\*\*\*\* **MyLab is required** \*\*\*\*\*

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



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

**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 MyLab, and the only way your account will sync properly is by following the specific directions provided in this course.*

**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:</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. The project begins for us a few weeks into the semester, <b>and you can learn about the project by accessing the X-Culture Module in Canvas from the first day of class.</b> It is good to get an early introduction and understanding of this important project.	1	30%
<b>World 101</b>	World 101 Globalization Module: In class assignment.	1	5%
<b>Chapter “Watch It” (Video) Activities</b>	MyLab: One per chapter. Five (5) multiple-choice questions. One attempt per question. No time limit. <i>Each has a specific deadline. Once the deadline has passed, the item can no longer be completed. The final submission due date always falls on a Sunday.</i>	16	5%
<b>Chapter Quizzes</b>	MyLab: Each quiz contains 10 multiple-choice, T/F questions. One attempt per question. No time limit. <i>Each has a specific deadline. Once the deadline has passed, the quiz can no longer be completed. The final due date always falls on a Sunday.</i>	16	10%
<b>In-Class Participation and Activities</b>	Your In-Class Participation and Activities participation Grade will be based on the number and quality of class activities you participate in / class assignments. These activities will be unannounced. <b>We will likely have 8-10 activities, making each activity approximately valued at 2-3% of the overall course grade.</b>	8-10	20%
<b>Module Exams</b>	There will be three (3) non-cumulative exams taken on scheduled dates in-class. Each exam covers textbook chapters (see p. 3), class lectures, and any other materials presented during the course. Each contains 25-30 multiple-choice, fill in the blank, or matching questions. Once started, students have the entire class period to complete. Extended time is only granted for students with documented disabilities. <i>Each exam = 10% of the course value. Once the deadline has passed, the exam can no longer be completed.</i>	3	30%

**FEEDBACK:** Exam scores will be documented once the scantron sheets are returned from testing services (typically within a week). To discuss your specific results/particular questions and answers, please make an appointment with the instructor. X-Culture reports are graded within a week of the final deadline. In class activities are graded within the week. All other activities are graded with feedback upon submission.

**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:** Individual extra credit is not provided in this course. If there is an extra credit opportunity, it will be provided to all students.

## COURSE SCHEDULE

Tuesday	Thursday
August 20: Course Introduction; Chapter 1	August 22: Chapter 1: Globalization
August 27: World 101 -in class assignment (5% of grade)	August 29: Chapter 2: Cross-Cultural Business
September 3: <b>(No classes)</b>	September 5: Chapter 2: Cross-Cultural Business
September 10: Chapter 2: Cross-Cultural Business	September 12: Chapter 3: Political Economy & Ethics
September 17: Chapter 4: Economic Development of Nations <i>In class graded activity</i>	September 19: Module 1 Wrap Up
September 24: <b>Module I Exam</b>	September 26: Chapter 5: International Trade Theory
October 1: Chapter 6: Political Economy of Trade	October 3: Chapter 7: Foreign Direct Investment
October 8: Chapter 8: Regional Economic Integration <i>In class graded activity</i>	October 10: Chapter 9: International Financial Markets Chapter 10: The International Monetary System
October 15: <b>FALL BREAK (no classes)</b>	October 17: Module II Wrap Up
October 22: <b>Module II Exam</b>	October 24: Chapter 11: International Strategy & Organization Chapter 12: Analyzing Intl. Opportunities
October 29: Chapter 13: Selecting & Managing Entry Modes	October 31: Chapter 14: Developing & Marketing Products
<b>November 5:</b> <i>In class graded activity</i>	<b>November 7:</b> Chapter 15: Managing Intl. Operations
<b>November 12:</b> Chapter 16: Hiring & Managing Employees	<b>November 14:</b> Chapter 16: Hiring & Managing Employees
<b>November 19:</b> <i>In class graded activity</i>	<b>November 21:</b> <i>In class graded activity - X-Culture Workshop</i>
<b>November 26:</b> <i>In class graded activity</i>	<b>November 28: Holiday, no classes</b>
<b>December 2:</b> Review for Final/Module III Exam	<b>December 4:</b> <i>In class graded activity</i>

**FINAL EXAM (not comprehensive, chapters 11-16) / EXAM III SCHEDULE: Tuesday, December 10; 8–11 A.M.**

Students with more than two examinations within 24 hours may apply to the University Registrar's Office, 180 Mossman Building, for permission to change their exam schedules. The usual policy is to change the middle examination in a sequence of three.

## DUE DATES

<p><b>MODULE I</b>            Chapter 1: Globalization            Chapter 2: Cross-Cultural Business            Chapter 3: Political Economy &amp; Ethics            Chapter 4: Economic Development of Nations</p> <p><b>X-Culture:</b> Review X-Culture materials in module folder in CANVAS and on the X-Culture website</p>	<p><b>MyLab Final Due Dates</b></p> <ul style="list-style-type: none"> <li>• 8/25 (11:59 PM): Chapter 1: Watch It Video; Quiz</li> <li>• 9/1 (11:59 PM): Chapter 2: Watch It Video; Quiz</li> <li>• 9/8 (11:59 PM): Chapter 3: Watch It Video; Quiz*</li> <li>• 9/8 (11:59 PM): Chapter 4: Watch It Video; Quiz *</li> </ul> <p><b>X-Culture Readiness Exam:</b> Complete upon receipt of e-mail from X-Culture (to be announced late January/early February)</p> <p><i>*You have two (2) MM Lab chapter work due this week</i></p>
<p><b>MODULE II</b>            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</p>	<p><b>MyLab Final Due Dates</b></p> <ul style="list-style-type: none"> <li>• 9/15 (11:59 PM): Chapter 5: Watch It Video; Quiz</li> <li>• 9/22 (11:59 PM): Chapter 6: Watch It Video; Quiz*</li> <li>• 9/22 (11:59 PM): Chapter 7: Watch It Video; Quiz*</li> <li>• 9/29 (11:59 PM): Chapter 8: Watch It Video; Quiz</li> <li>• 10/6 (11:59 PM): Chapter 9: Watch It Video; Quiz</li> <li>• 10/13 (11:59 PM): Chapter 10: Watch It Video; Quiz</li> </ul> <p><i>*You have two (2) MM Lab chapter work due this week</i></p>
<p><b>MODULE III</b>            Chapter 11: International Strategy &amp; Organization            Chapter 12: Analyzing Intl. Opportunities            Chapter 13: Selecting &amp; Managing Entry Modes            Chapter 14: Developing &amp; Marketing Products            Chapter 15: Managing Intl. Operations            Chapter 16: Hiring &amp; Managing Employees</p>	<p><b>MyLab Final Due Dates</b></p> <ul style="list-style-type: none"> <li>• 10/20 (11:59 PM): Chapter 11: Watch It: Video; Chapter Quiz</li> <li>• 10/27 (11:59 PM): Chapter 12: Watch It: Video; Chapter Quiz*</li> <li>• 10/27 (11:59 PM): Chapter 13: Watch It: Video; Chapter Quiz*</li> <li>• 11/3 (11:59 PM): Chapter 14: Watch It: Video; Chapter Quiz</li> <li>• 11/10 (11:59 PM): Chapter 15: Watch It: Video; Chapter Quiz</li> <li>• 11/17 (11:59 PM): Chapter 16: Watch It: Video; Chapter Quiz*</li> </ul> <p><i>*You have two (2) MM Lab chapter work due this week</i></p>



- 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.

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

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

## PREPARING FOR CLASS

Read the textbook and other assigned materials ahead of class as a basis for discussion and in preparation of exams and assignments.

## IN CLASS

Unfortunately, covering and discussing each topic from the textbook will not be possible in class due to time constraints. Therefore, in class, we will concentrate on selected concepts. You will be tested on textbook material not covered in the class so please do read the textbook thoroughly and be prepared to answer test questions based on the textbook and other material.

## ATTENDANCE POLICY

Regular class attendance is expected. Students are expected to be in class by the start of class and prepared to participate in class activities and discussions.

### **Students who take attendance seriously are rewarded in ways that may improve their grades:**

- I will prepare several X-Culture Workshop in-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 (APA guidelines, research tips, resources, etc.)
- Some important international business issues and concepts are not included in the textbook; they will be discussed in class.

## ABSENCES/MISSED CLASS TIME

- Students are responsible for material covered when they do not attend class.
- If there is an in-class assignment, that assignment cannot be made up.
- Maintain personal contact with the instructor (email) when absences must occur.

## 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 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 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/absence.*
- **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

Personal technical problems reported after the expiration of a deadline will not be considered a valid excuse for missing the deadline. If you have a technical problem with a MyLab activity, create a Technical Help ticket and **forward the ticket (with ticket #) immediately via e-mail to me before the deadline 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.

## CELL PHONES & LAPTOPS

This topic is always complicated for us all. When we all use our electronic super-powers for “good” in class (participating in a poll with a phone, small group activities, researching a topic when prompted), technology can enhance our class experience.

Yet we all know how tempting it is to want to check for *just one* e-mail, *just one* text message notification...

*-and now it is a distraction - and likely those around them.* Also, there is the issue of all of the accidental ringtones/pings/buzzes/electronic notification sounds.

At times we will use laptops and cell phones in class for activities, usually for short activities. It is good for us all to practice the balance and etiquette of using these tech resources in academic and professional settings.



## TECHNOLOGY ETIQUETTE DURING CLASS

- Before you enter the classroom, please put away your cell phone and other electronics (anything else that may ring/beep/buzz/ding). Other electronic devices, such as recording equipment, may not be used during class without instructor approval. *Class time should not be recorded without instructor permission, and upon approval, all students will be notified as a courtesy. Recordings can interfere with students expressing ideas, questions.*
- If you use your laptop in class, please be sure you are using your laptop appropriately (notes, viewing course materials if the in-class screen images are not large enough, etc.,). Improper use of a laptop or a cell phone is a behavior issue that will impact a student's "In-Class Activities and Participation" grade.
- **During exams:** Laptops, smartphones and other electronic devices must be out of sight, under your desk, and turned off. During an exam, the only items on the desk will be the test, scantron form, and a pencil. If a student is found viewing an electronic device during an exam, the automatic grade for the test will be "zero" and the issue will be further addressed as an academic integrity issue (<https://osrr.uncg.edu/unauthorized-behaviors/>).

## 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)
- **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: <http://ods.dept.uncg.edu/services>. Requests for special accommodations must come through this office with the appropriate paperwork.
- **HONOR CODE:** UNCG's honor code is based on upholding four fundamental values: honesty, integrity, responsibility, and respect. 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.
- UNCG's **Academic Integrity Policy** and **Student Code of Conduct** may be found at the following sites: <http://academicintegrity.uncg.edu/complete/> and <http://studentconduct.uncg.edu/policy/code/>

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