

## DEPARTMENT OF MANAGEMENT

### Introduction to International Business

### MGT 301-04 (ONLINE FORMAT)

FALL 2021

#### INSTRUCTOR INFORMATION

*Name:* Mr. John Sanchez

*Office:* Bryan #392

*Email:* jasanche@uncg.edu

*Office Hours:* Open for virtual meetings by appointment on Zoom. Please email to schedule a meeting.

#### GENERAL INFORMATION

*Credit hours:* 3; Lecture hours: 3; Lab hours: 0

*Schedule Type:* Online

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

*Communicating with the instructor:* UNCG supported e-mail is the only official mode of communication. ***Be sure to include MGT 301-04 and your (full name) in the subject line. Identifying your section will help me respond to your message faster. Do NOT use the in-Canvas messenger - always email Mr. Sanchez directly.***

**COURSE DESCRIPTION: MGT 301 Introduction to International Business**

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.

**Prerequisites:** Major in ACCT, BADM, ECOS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

## REQUIRED TEXTS AND MATERIALS

**Students are required to have the text + MyLab:**

**Text:** "International Business: The Challenges of Globalization", by John J. Wild and Kenneth L. Wild –International Business, 9<sup>th</sup> edition (eText + MyLab = all digital).

ISBN: 9780135913116

**MyLab Registration Instructions:** Please see instructions in 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. Please see registration instructions here: [Pearson Student Registration Instructions.pdf](#)

## COURSE-SPECIFIC STUDENT LEARNING OUTCOMES (SLOs)

### **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 strategy plan.

## COURSE FORMAT

The course is organized in **Modules** containing readings, videos, and all required assignments. All course materials and assignments will be listed in the Canvas Modules, by weekly module with specific dates. The course materials and assignments will be presented in both Pearson MyLab and in Canvas. The combined materials are designed to facilitate your understanding of the key terms and concepts and the theoretical foundations of international business.

*\*NOTE: Always follow the week's required assignments in the Canvas MODULES, not in the 'Assignments' tab nor in the Calendar, nor in Pearson. If it is not listed in the Canvas module, it is not assigned for our coursework (the instructor may elect to omit assignments from Canvas but they will still be listed in Pearson). Again, follow the Canvas MODULES for our weekly assignments - NOT the Calendar or Assignments lists.*

## EVALUATION AND GRADING

***Assignments:*** (50% of the course grade)

The 'Assignments' category includes discussion boards, warm-ups, mini-simulations, case studies, and video assignments. All assignments are listed in the Canvas Modules. The majority of the assignments will be completed in Pearson MyLab. All Pearson assignments have unlimited attempts.

***\*A special note regarding the PED assignments in our course:***

**PEDs:** PEDs in this course are "Performance Enhancing Discussions" - these are our course discussion boards but work a bit differently than you may be used to from previous courses. The discussion boards in my courses are designed to a.) encourage you to incorporate our course material in a practical and relevant manner, b.) let your classmates get to know and see you (and vice versa), and c.) serve as a genuine method to enhance your academic and professional performance.

The PEDs (discussion boards and replies) are all conducted in **video** format. Every student will record and upload video submissions of themselves responding to the discussion prompts and replying to classmates. Each PED assignment has specific time parameters to meet and criteria to include for full credit. All instructions for each PED will be included within each Module.

***Quizzes:*** (20% of the course grade)

Each chapter quiz is timed. Students have 2 attempts per quiz. The lowest quiz grade is dropped. All chapter quizzes are listed in the Canvas Modules and all quizzes will be completed in Pearson MyLab.

***Culture Care Group Presentation: (20% of the course grade)***

Students' groups will create a video presentation for the executive team of *Etica* (a fictional organization) addressing the specific cultural characteristics to address as the firm is considering entering a new foreign marketplace. The assignment details are located in Module 5 and the video submissions will be due in Canvas by the end of week 5 (see Module 5 for dates).

***Exams: (10% of the course grade)***

There is no midterm exam for this course. There is however a cumulative final exam that will be completed in Pearson MyLab. *The final exam will be due by the date shown in the Canvas module 6.*

## **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 and announced in Canvas.

## **ROUNDING / CURVING**

Grades are *not* rounded up nor curved in this course.

## **GRADING SCALE**

***\*You will receive a score of "0" for any late work or for any work not submitted.***

To receive credit for the course, you must earn a letter grade of D-or higher based on fulfilling assigned course work (e.g., assignments, quizzes, tests, etc.). Your final grade in the course will be a letter grade. Letter grade equivalents for achieved points (or percentages) are estimated as follows:

*(Estimated Letter Equivalencies for the Final Course Grade out of 100%)*

	<b>86 –89% = B+</b>	<b>76 –79% = C+</b>	<b>66-69% = D+</b>	<b>below 60% = F</b>
<b>94% or above = A</b>	<b>83 –85% = B</b>	<b>73 –75% = C</b>	<b>63 –65% = D</b>	
<b>90 –93% = A-</b>	<b>80–82% = B-</b>	<b>70 –72% = C-</b>	<b>60 –62% = D-</b>	

## **COURSE SCHEDULE AND DUE DATES**

August 16 - August 22

Module 1: Course “First Steps” & Initial Assignments

All assignments in Module 1 due by August 22nd at 11:59pm

August 23 - August 29

Module 2: Chapter 1 "Globalization"

All assignments in Module 2 due by August 29th at 11:59pm

August 30 - September 5

Module 3: Chapter 2 "Cross-Cultural Business"

All assignments in Module 3 due by September 5th at 11:59pm

September 6 - September 12

Module 4: Chapter 3 "Political Economy & Ethics"

All assignments in Module 4 due by September 12th at 11:59pm

September 13 - September 19

Module 5: Chapter 4 "Economic Development of Nations"

All assignments in Module 5 due by September 19th at 11:59pm

September 20 - September 26

Module 6: Chapter 5 "International Trade Theory"

All assignments in Module 6 due by September 26th at 11:59pm

September 27 - October 3

Module 7: Chapter 6 "Political Economy of Trade"

All assignments in Module 7 due by October 3rd at 11:59pm

October 4 - October 10

Module 8: Chapter 7 "Foreign Direct Investment"

All assignments in Module 8 due by October 10th at 11:59pm

October 11 - October 17

Module 9: Chapter 8 "Regional Economic Integration"

All assignments in Module 9 due by October 17th at 11:59pm

October 18 - October 24

Module 10: Chapter 11 "International Strategy & Organization"

All assignments in Module 10 due by October 24th at 11:59pm

October 25 - October 31

Module 11: Chapter 12 "Analyzing International Opportunities"

All assignments in Module 11 due by October 31st at 11:59pm

November 1 - November 7

Module 12: Chapter 13 "Selecting & Managing Entry Modes"

All assignments in Module 12 due by November 7th at 11:59pm

November 8 - November 14

Module 13: Chapter 15 "Managing International Operations"

All assignments in Module 13 due by November 14th at 11:59pm

November 15 - November 21

Module 14: Individual Case Study Video Assignment

All assignments in Module 14 due by November 21st at 11:59pm

November 22 - November 28

Module 15: Culture Care Group Presentations

All assignments in Module 15 due by November 28th at 11:59pm

November 29 - December 5

Module 16: Prepare for and/or Take Final Exam in Pearson

Final Exam is open from December 3rd at 6:00am - December 7th at 11:59pm

December 6 - December 10

Module 17: Final Exam in Pearson

Final Exam is open from December 3rd at 6:00am - December 7th at 11:59pm (NO LATE SUBMISSIONS)

## LATE WORK/ MISSED DEADLINE POLICY

***\*There are no make-up options for missed deadlines or reduction in grade for late work. There are no extensions provided for late work. There is no "late work" accepted. The work is either submitted by the deadline or marked a "zero".***

### *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/internet related problems will not be considered a valid excuse for missing a deadline.*** If you have a technical problem with a Pearson 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. 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.

- **UNCG6-tech for computer and/or Canvas issues:** 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

Bryan Faculty and students in this course are expected to adhere to the guidelines stated at this link: <https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>

## COURSE POLICIES FOR STUDENTS (EXPECTATIONS)

*Students are responsible for and will be held accountable for the following course policies:*

- Keeping up with course announcements communicated by the instructor via the Canvas and email.
- Learning how to navigate Canvas.
- 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.
- Assignments sent in hard copy format will not be accepted (unless previously approved). ***All assignments must be submitted via Canvas - no email submissions.***
- If students experience significant learning obstacles in this course or have questions or concerns about their performance, grades, or other class-related issues, it is their responsibility to initiate a discussion with the instructor in a timely manner. Feedback is welcomed, 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

## COMMUNICATION AND COURSE TECHNICAL GUIDELINES

**Technical support:** Students with technical issues with the course and email should contact 6TECH for support either by email or phone or chat (<https://its.uncg.edu/Help/6TECH/>). Please also make your instructor aware of the issue, and if there will be any delays in resolving the issue.

## ACADEMIC INTEGRITY POLICY

By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL: <https://osrr.uncg.edu/academic-integrity/>.

## 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 the class are violations of the honor code should contact the instructor.

## ACCOMMODATIONS / ADA STATEMENT

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must connect with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, (336)334-5440, [UNCG Office of Accessibility Resources and Services Link](#)

## 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.

***\*For Face-to-Face courses: Students MUST email the instructor in advance, if an absence is going to occur! Attendance is paramount to success in the face-to-face format, so students' punctuality and presence are recorded and monitored through the entire term. All students must communicate with the instructor via email prior to punctuality or attendance being affected (before you're coming to class late or before you'll be absent).***

## ABSENCES FOR UNIVERSITY SPONSORED ACTIVITIES

The University recognizes the importance of certain extra-curricular and co-curricular activities (including travel days) that enhance student learning, personal development, and professional growth. Instructors will excuse absences of students for participation in University-sponsored events under the following conditions:

1. Students who expect to miss one or more class meetings due to participation in University-sponsored activities should:
  1. Notify the instructor(s) at least five class days in advance;
  2. Arrange to complete all missed work *in advance* of the absence whenever practicable as judged by the instructor(s). When missed work cannot be completed in advance, the instructor(s) should provide students with the opportunity to make up the work. Students should be aware, however, that not all kinds of work can be made up. The instructor(s) have the discretion to deny make-up work if (i) alternative assignments place an unreasonable demand on the instructor, (ii) the original assignment is such that not completing it at the originally assigned time impedes student learning
  3. Present relevant documentation of participation in a relevant University-sponsored activity to the instructor(s) upon request.

Students who expect to miss more than three class periods of any single course of any kind in a term or more than two consecutive meetings of a laboratory course in order to participate in University-sponsored activities should inform the instructor at the beginning of the course. In the case that the faculty member cannot make reasonable accommodations for make-up work, the student may appropriately be advised to drop the course.

## ZOOM ETIQUETTE

***\*It is imperative for ALL Zoom encounters (online, hybrid, face-to-face formats) to note that the course settings will have your camera ON when you enter the Zoom meeting. Please KEEP your camera ON for the duration of the class / meeting and keep your microphone MUTED until asked to speak.***

## HEALTH AND WELLNESS

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. 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.  
*Help is always available.*

**\*\*IMPORTANT - UNCG COVID-19 ANNOUNCEMENT:**

Approved by Faculty Senate on July 29, 2021

As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- [Following face-covering guidelines](#)
- Engaging in proper hand-washing hygiene when possible
- Self-monitoring for symptoms of COVID-19
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

**Instructors will have seating charts for their classes.** These are important for facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting and must not move furniture. Students should not eat or drink during class time.

**To make it easier for students to hear their instructor and/or read lips and if conditions permit, instructors who are fully vaccinated and who can maintain at least six feet of distance from students may remove their masks while actively teaching if they choose, but will wear a mask at all other times while in the classroom, including during the periods before and after class.**

**A limited number of disposable masks will be available in classrooms for students who have forgotten theirs.** Face coverings will also be available for purchase in the UNCG Campus Bookstore. **Students who do not follow masking requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the basic requirements to uphold standards of safety and care for the UNCG community.** Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and other requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

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