

MGMT 4326

International Management

SEMESTER: Summer 2008

INSTRUCTOR: Mrs. Dawn Olson

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WBU MISSION STATEMENT: *Wayland Baptist University exists to educate students in an academically challenging and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.*

COURSE DESCRIPTION: International Management is a comprehensive introduction to and survey of the principles of international business management. Topics to be covered include East-West trade, the international monetary system, and growth and trends in international trade and investment.

RESOURCES:

Textbook: Peng. *Global Business: 1st Edition*, Mason: South-Western/Cengage Learning, 2009.

Course Outline:

1. Week One – Discussion Week

- a. Review *Chapter One: Globalizing Business*
- b. Post your response to discussion question one
- c. Begin working on Essay One
- d. Respond to at least three classmates

2. Week Two – Work Week

- a. Review *Chapter Two: Understanding Formal Institutions: Politics, Laws, and Economics*
- b. ESSAY ONE DUE
- c. CASE STUDY ONE SWOT analysis due

3. Week Three – Discussion Week

- a. Review *Chapter Three: Emphasizing Informal Institutions: Cultures*
- b. Post your response to discussion question one
- d. Begin working on Essay Two
- e. Respond to at least three classmates

4. Week Four – Work Week

- a. Review *Chapter Four: Leveraging Resources and Capabilities*

- b. Post your SWOT analysis of Case Study Two
- c. ESSAY TWO Due

5. Week Five – Discussion Week

- a. Review *Chapter Five: Trading Internationally*
- b. Post your response to discussion question one
- c. Review *Chapter Six: Investing Abroad Directly*
- d. Begin working on Essay Three
- e. Respond to at least three classmates

6. Week Six – Work Week

- a. Review *Chapter Seven: Dealing with Foreign Exchange*
- b. Review *Chapter Eight: Capitalizing on Global and Regional Integration*
- c. Post your SWOT analysis of Case Study Three
- d. Complete on-line QUIZ ONE
- e. ESSAY THREE Due

7. Week Seven – Discussion Week

- a. Review *Chapter Ten: Entering Foreign Markets*
- b. Post your response to discussion question one
- c. Review *Chapter Thirteen: Strategizing, Structuring, and Learning around the World*
- d. Begin working on Essay Four
- e. Respond to at least three classmates

8. Week Eight – Work Week

- a. Review *Chapter Fifteen: Managing Human Resources Globally*
- b. Review *Chapter Sixteen: Governing the Corporation around the Globe*
- c. Post your SWOT analysis of Case Study Four
- d. ESSAY FOUR Due

9. Week Nine – Discussion Week

- a. Review *Chapter Seventeen: Managing Corporate Social Responsibility*
- b. Post your response to discussion question one
- c. Begin working on Essay Five
- d. Respond to at least three classmates

10. Week Ten – Work and Review Week

- a. ESSAY FIVE Due
- b. Post your SWOT analysis of Case Study Five
- c. On-line Quiz Two
- d. Review for Final Exam

11. Week Eleven – Final Exam

- a. The final exam is an on-line, non-proctored exam. You will have 48 hours to complete the exam. **NO LATE EXAMS WILL BE ACCEPTED!**

OUTCOME COMPETENCIES:

- A. To describe how international business differs from national business and has a corporate social responsibility in foreign countries.
- B. To recognize the impact of international business on national and corporate culture.
- C. To identify the environmental effects of international business.
- D. To identify how business decisions influence international trade and increase or decrease organizational efficiency.
- E. To identify the complexities of international finance and the effect of exchange rates on global expansion of businesses.
- F. To identify how environmental and governmental influences affect marketing techniques.
- G. To identify the key elements of export, import, and countertrade strategy in international business.

COURSE REQUIREMENTS:

A. Participation - You will be required to respond to your classmates in the main discussion area. This grade is in addition to the grade for your individual posts. You must post a minimum of four substantive posts to your classmates. Simply writing "great answer" or "I agree" will not count. More information will be provided in Course Documents for substantive posts.

B. Case Studies - As designated, there will be five case studies throughout the course that must be read, analyzed, and posted to the digital drop box. Due dates are provided and must be adhered to. Late penalties are 10% per day.

D. Main Discussions – Every other week we will be discussing a different company or topic related to the lecture. There will be two questions per discussion week. This will be a full group discussion in which participation is required. Late penalties for late posts are 10% per day.

E. Essay Assignments – There will be five essay assignments throughout the course relating to the course material. Each essay will be worth 50 points.

F. Examinations – There will be two quizzes throughout the course that will be completed in blackboard. These quizzes are designed to help you prepare for the final exams. The final exam in this course will consist of short answer, multiple choice, case study, and essay questions from topics covered throughout the course.

EVALUATION:

A. University Grading System

A 90-100
B 80-89
C 70-79
D 60-69
F Below 60
I Incomplete
W Withdrawal

**A grade of incomplete is changed if the deficiency is made up by the middle of the next regular semester; otherwise it becomes an 'F'. This grade is given only if circumstances beyond the student's control prevent completion of work during the semester enrolled and attendance requirements have been met. For a student to be granted an 'I' the instructor must file an incomplete report that details which work must be completed by the student and the deadline date for the completion. The incomplete report must be signed by the instructor and the student.

B. Procedures Used for Computation of Final Grade

- a. Participation - (5) - Each discussion week is worth 10 points - 5% - *You will receive points on a weekly basis for participation in main discussions (responding to **at least three** other's posts).*
- b. Main Forum Discussion: (5) Each worth 10 pts. : 5%
- c. Case Studies: (5) Each worth 50 points – 25%
- d. Essay assignments (5): Each worth 50 points - 25%
- e. Examinations:
 1. Quizzes – (2) Each worth 50 points – 10%
 2. Final Exam - 300 points possible - 30%