

This is a tentative syllabus. Your instructor will notify you about the possible changes.

WMBA6030 GLOBAL AND INTERNATIONAL BUSINESS STRATEGY

Fall 2015, Ch55

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Course description

This is an advanced course in international/global business. It is designed to explain students the growing opportunities and potential risks in doing business across national boundaries. The nature and economic role of the international/global business, including the impact of legal, political, social, and cultural variables are examined for their influence upon business performance and managerial activity.

The course covers a broad range of global business issues from an interdisciplinary viewpoint emphasizing the key concerns of the global company. The course teaches today's competitive global environment, master knowledge and skills to analyze cross cultural variables and their impact on international business. This course provides students a truly global approach in identifying, analyzing and solving problems.

Structure of the course

Lecture notes, articles, videos, exams etc. are distributed via Learning Modules, which run for two to three weeks from Monday–Sunday (except the Module 1 that starts on Wednesday). We have one orientation module and four (4) learning modules in this course. Case discussions and exams are due on Sundays at 11.59pm. Current issues posting is due on Mondays at 11.59PM.

Required Texts

1) *Global Business* (2013) by Peng, Mike. 3rd edition, W. South-Western, Cengage Learning. (*No International edition.*)

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2) Articles and additional cases (distributed via D2L)

Learning Objectives

Upon successful completion of the course, students will demonstrate their *knowledge* of:

- Global aspects of business
- International business environments
- The impact of national culture on business practices
- Ethical differences across cultures
- International trade and investment and the monetary system
- Foreign Direct Investment
- Regional economic integration
- The functional areas of business within an international context

Students will demonstrate the *skills* to:

- Assess the risks and opportunities of an investment venture in a new international setting

Common Guidelines/Practicalities

1) If you have questions, please contact professor as soon as possible.

2) Assignments submitted late will not be graded without proper documentation (for instance doctor's note that you were hospitalized). You have to email (mrollins@westga.edu) or fax (678-839-5041), Marketing and Real Estate Department, UWG) your documentation.

4) Exam policy: Exams consist of multiple choice and/or short answer and essay questions. You will have 1-3h complete the exams. Correct answers to the multiple choice questions are released to students after availability period has ended.

5) You can expect the reply to your email or phone/skype call within 12 hours (EST). During the weekends, response time maybe longer.

6) Discussions, exams, and essays are graded within 7 days of the original due date. If you submit your assignment early, it will not be graded early.

7) If you have technical problems with D2L, contact helpdesk as soon as possible. As you may already know, D2L will be down at several times during the semester for

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maintenance. Please note the downtimes on the homepage and plan accordingly. Technical difficulties will occur.

8) Extra credit assignments are not given in this course.

Assessments and assignments

We have both individual and group assignments in this course.

Reading assignments: This consists of completing all the assigned readings. These are book chapter/s, articles, lecture notes, and videos. (Individual)

Exams: We have two exams in this course. No exam reviews are given. (Individual)

Case assignments:

Case discussions on the discussion board. You will participate in two (2) case discussions during the semester on the Discussion board. First, read the case (textbook or in the module) and then listen/read to the case brief provided. Second, create your posting. Two external references are required in postings. Third, reply to other students' postings during the discussion (minimum 1 reply). (Individual)

Case project in the virtual international team. We will participate in the case project with University of Eastern Finland's Internationalization course. You will work with the students from eleven countries virtually to produce a case report for the real company. In addition, you will write an essay analysing your experience and learning outcomes. Separate guidelines and expectations will be given. (Group)

Current issues: This assignment is your "class participation". You will find a current news article/video (less than six months old) that relates to our chapters/topics we are studying and summarize it (about 100 words), and post a thought provoking question for the class based on the article/video. There are 1-2 students assigned for each week to start the discussion. You will receive two grades: 1) your posting and 2) your participation (end of the semester, expectation is that you participate in weekly discussion at least 8 times).

Grading

Your grade will be evaluated as follows. All the assignments are graded with 0-100 point scale. All guidelines and rubrics are available in the recourses module (available all semester).

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Exams (2)	20%
Case discussion (2)	30%
International group case (1) and essay	20%
<u>Current issues weekly discussion</u>	<u>30%</u>
<i>Total</i>	<i>100%</i>

A= 89.5% or more

B= 79.9% to 89.4%

C= 69.9% to 79.8%

D= 59.9% to 69.8%

F= less than 59.9%