

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

## **WMBA6030**

### **GLOBAL AND INTERNATIONAL BUSINESS STRATEGY**

**Fall 2016, Ch62**

**Instructor:** Minna Rollins (D.Sc.), Associate Professor of Marketing

**Office:** University of West Georgia, Marketing & Real Estate Department

**Online Office Hours:** Mon-Sun online/skype/Gotomeeting by appointment

**Primary contact method in this course:** D2L email or campus email:  
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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 0 that starts on Wednesday). We have one orientation module and four (4) learning modules in this course. Case discussions are due on Sundays at 11.59pm. Current issues posting from the group is due on Mondays at 11.59PM and discussion postings from the class on Sundays 11.59PM.

#### **Required Texts**

1) *Global Business* by Peng, Mike, 4th 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) You can expect the reply to your email or phone/skype call within 6-12 hours (EST). During the weekends, response time maybe longer.

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

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

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

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## 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)

**Chapter quizzes:** There are 2-4 chapters in each learning module and you will take a short quiz that focuses on key concepts of each chapter. Quizzes are timed, 45 minutes/quiz and you have 1-2 weeks to complete them. (Individual)

**Case discussion:** 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. You will find the questions that you have to answer in the case brief. Second, create your posting. Minimum of 2 external references are required in postings. Third, reply to other students' postings during the discussion (minimum 2 replies). (Individual)

**Current issues:** This assignment reflects your class participation. Each team will find a current topic (less than six months old) that relates to our chapters/topics we are studying and summarize it (about 100-150 words), and post a question for the class. There has to be at least 2 news articles or videos on this topic. I recommend using one from U.S. source (such as CNN, NPR) and one from foreign source (such as BBC).

You will receive two grades: a group grade (posting a question) and an individual grade (your participation and contribution to the question).

**Expat assignment:** Guidelines in D2L (Individual)

## 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).

Chapter quizzes	20%
Current issues (group)	20%
Current issues (individual)	30%
Expat assignment	30%
<i>Total</i>	<i>100%</i>

A= 89.5% or more

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B= 79.9% to 89.4%

C= 69.9% to 79.8%

D= 59.9% to 69.8%

F= less than 59.9%