

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

WMBA6030

GLOBAL AND INTERNATIONAL BUSINESS STRATEGY

Fall 2017

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

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

Online Office Hours: Mon-Fri 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 Wednesday–Tuesday. We have six learning modules.

Required Texts

- 1) *Global Business* by Peng, Mike, *4th edition*, W. South-Western, Cengage Learning. **(No International edition.)**
- 2) Articles and additional cases (distributed via D2L)

Learning Objectives

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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 or concerns, 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, deployments..). 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 within 6-12 hours (EDT). In weekends response time maybe longer.
- 5) Discussions and essays are graded *within 7 days of the original due date*, if not stated otherwise. 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 and final exam: There are 2-4 chapters in each learning module. Quizzes focus on key concepts of each chapter. Quizzes are timed (45 minutes/quiz). At the end of the semester, a comprehensive final quiz will be given. You have 60 min to complete and it contains the combination of multiple choice and short answer questions. (Individual)

Current issues: This assignment reflects your class participation. There will be 4 (four) current issues discussions during this course, one in each module. You are required to participate in all of them by answering question and replying others' comments. (Individual) *Note: This assignment is graded after all discussions are completed. You are responsible of tracking your own participation.*

Case presentation (recorded). Each team prepares a recorded case presentation for the assigned case and shares it with class. (Group)

Commenting case presentations. You will listen to case presentations and give feedback for the presenting group. The form will be provided and you will submit your feedback via Survey tool 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	10%
Final quiz	20%
Current issues (individual)	30%
Case presentation (group)	30%
Commenting case presentations (individual)	10%
<i>Total</i>	<i>100%</i>

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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%