

# **WMBA6030 GLOBAL AND INTERNATIONAL BUSINESS STRATEGY**

Fall 2018, Cohort 77, August 15-November 14, 2018

**Instructor:** Minna Rollins (D.Sc.), 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, quizzes, and case presentations are distributed via Learning Modules, which run for one to three weeks from Wednesday–Tuesday. (See: Schedule and orientation)

## **Required Texts**

1. Global Business by Peng, Mike, **4th edition**, W. South-Western, Cengage Learning, ISBN-10:130550089X, ISBN-13:9781305500891. International edition is NOT acceptable.
2. Articles (distributed via D2L)
3. Additional cases (distributed via D2L)

## **Learning Objectives**

*Your instructor will notify you about the possible changes to the schedule.*

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

1. Global aspects of business
2. International business environments
3. The impact of national culture on business practices
4. Ethical differences across cultures
5. International trade and investment and the monetary system
6. Foreign Direct Investment
7. Regional economic integration
8. The functional areas of business within an international context

Students will demonstrate the *skills* to:

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

## **Assessments and assignments**

We have both individual and group assignments. Complete guidelines for all assignments are in the Orientation Module in D2L.

### **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 1-3 chapters in each learning module. Quizzes focus on key concepts of each chapter. Quizzes are timed (30 minutes/quiz). At the end of the semester, a comprehensive final quiz will be given. You have 30 min to complete and it contains the combination of multiple choice and short answer questions. (Individual)

### **Current issues:**

This assignment reflects your class participation and this very important for your learning. There will be 7 (seven) current issues discussions during this course, one in each module. You are required to participate in 5 (five) of them by **answering question and replying** others' comments. Everyone has to participate in the first discussion. If you only post your answer, you cannot receive a grade higher than 80/100. (Individual)

*You are responsible of keeping up your participation in discussions. You can view your progress in the D2L. Each discussion is graded separately.*

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### **Case presentation:**

Each team prepares a recorded case presentation. Cases will be assigned during the first week of classes. (Group)

### **Commenting case presentations:**

You will listen to all case presentations and give feedback for the presenting group. The form will be provided and you will submit your feedback using a survey in D2L. (Individual)

### **Grading**

Your grade will be evaluated as below. All assignments are graded with a 0-100 point scale. Assignment guidelines, and how assignments are evaluated, are available in the Orientation module.

Chapter quizzes	10%
Final quiz	10%
Current issues (individual, 5 discussions)	35%
Case presentation (group)	35%
<u>Evaluating case presentations (individual)</u>	<u>10%</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%

### **Common Guidelines and 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.

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3. You can expect the reply to your email within 6-12 hours (EDT). In weekends response time maybe longer.
4. Discussions and case presentations are graded *within 10 days of the original due date*, if not stated otherwise. If you submit your assignment early, it will not be graded early.
5. 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.
6. Extra credit assignments are not given in this course.
7. Write your discussion postings in Word or Notes and then copy and paste them to discussion board. In addition, make sure that your posting is saved and it is visible to others before you logged out from the D2L.

**Class Schedule (cases and team will be added at the end of the first week of classes)**

Choose 5 out of 7 discussion to participate in during the semester. You have to participate in discussion 1.

Dates	Modules
Aug12-16	<p><b>Module 0 Orientation</b></p> <ul style="list-style-type: none"> <li>• <i>Live orientation on Wednesday August 15, at 9.00-9.30PM, recording of the session will be posted on Orientation module</i></li> <li>• Orientation presentation</li> <li>• Assignment guidelines</li> <li>• Introductions on discussion board (not graded assignment)</li> <li>• Syllabus quiz (mandatory, but not part of the final grade)</li> </ul>
Aug15-28	<p><b>Module 1 Introduction International Trade</b></p> <ul style="list-style-type: none"> <li>• Chapters: Globalizing Business (ch1), Understanding politics, laws, and economics (ch2), Capitalizing on Global and Regional Integration (ch8)</li> <li>• Videos</li> <li>• Articles</li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• Discussion 1 (mandatory)</li> <li>• Chapter quizzes</li> </ul>

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<p><b>Aug29-Sep4</b></p>	<p><b>Module 2 Culture</b></p> <ul style="list-style-type: none"> <li>• Chapters: Emphasizing cultures, ethics, and norms (ch3)</li> <li>• Videos</li> <li>• Articles</li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• Discussion 2</li> <li>• Chapter quiz</li> </ul>
<p><b>Sep5-18</b></p>	<p><b>Module 3 Investing Abroad</b></p> <ul style="list-style-type: none"> <li>• Chapters: Investing Abroad Directly (ch6) and Dealing with Foreign Exchange (ch7), and Entering to foreign markets (ch10)</li> <li>• Videos</li> <li>• Articles</li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• Discussion 3</li> <li>• Chapter quizzes</li> </ul> <p><b>Case presentation (DUE Sep 12) and evaluation (DUE Sep 18):</b></p> <p>Case: The Myth Behind China's Outward Foreign Direct Investment (in your textbook), <i>Team Gold</i></p>
<p><b>Sep19-Oct2</b></p>	<p><b>Module 4 Conducting Business Abroad</b></p> <ul style="list-style-type: none"> <li>• Chapters: Growing and Internationalizing Small... (ch9), Managing alliances and acquisitions work (ch12)</li> <li>• Articles</li> <li>• Videos</li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• Discussion 4</li> <li>• Chapter quizzes</li> </ul> <p><b>Case presentation (DUE: Sep 26) and evaluation (DUE: Oct 2):</b></p> <p>Case: Teliasonera's Alliances and Acquisitions in Eurasia, <i>Team Sapphire</i></p>
<p><b>Oct3-Oct16</b></p>	<p><b>Module 5 Marketing and Advertising in Global Markets</b></p> <ul style="list-style-type: none"> <li>• Chapter: Marketing and SCM (ch14)</li> <li>• Videos</li> <li>• Articles</li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• Discussion 5</li> </ul>

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	<ul style="list-style-type: none"> <li>• Chapter quiz (ch14, marketing section)</li> </ul>
<b>Oct17-30</b>	<p><b>Module 6 Supply Chain Management and Corporate Social Responsibility in Global Business</b></p> <ul style="list-style-type: none"> <li>• Chapter: Marketing and SCM (ch14), CSR (ch17)</li> <li>• Videos</li> <li>• Articles</li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• Discussion 6</li> <li>• Chapter quizzes</li> </ul> <p><b>Case presentation (DUE Oct 24) and evaluation (DUE Oct 30):</b></p> <p>Case: Foxconn (case file in orientation module), Team Onyx</p>
<b>Oct31-Nov13</b>	<p><b>Module 7 Managing Human Resources and Expat Assignments</b></p> <ul style="list-style-type: none"> <li>• Chapter: Managing Human Resources (ch15)</li> <li>• Videos</li> <li>• Articles</li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• Discussion 7</li> <li>• Chapter quiz</li> </ul> <p><b>Case presentation (DUE Nov 7) and evaluation (Nov 14):</b></p> <p>Case: Sino Iron Engaging your stakeholders in Australia (in your textbook), Team Ruby</p>
<b>Final Quiz</b> <b>Nov5-14</b>	<p><b>Final Quiz</b> All chapters covered in this course, available: Nov 5, 5.00AM to Nov 14, 11:59PM</p>

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