

California State University Channel Islands
MGT 410 Management of International Business
Course Syllabus for Fall 2017

Faculty Instructor

Hua Dai, Associate Professor of MIS

Faculty Office Location

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Days/Time of Class

Tuesdays & Thursdays 1:30 PM – 2:45PM

Class Location

Bell Tower 2424

Office Hours

Tuesdays and Thursdays: 10:30-

12:00noon; Other times by appointment

COURSE DESCRIPTION

The course covers a wide range of topics to introduce students to different aspects of international business environment. It includes the various challenges of operating in a global environment, including cultural, economic, operational, and legal aspects. It also reviews the concepts of global expansion, political complication, legal compliance, and ethical behavior. Students will learn how to analyze international markets and how to identify, develop, and formulate strategies for internationalization of organizations.

COURSE LEARNING OBJECTIVES

Understanding globalization and international business is critically important to the health and success of worldwide organizations, both for profit and nonprofits. In this course, we will develop the skills and perspective that enable a manager to understand, define and execute international strategies.

Upon successful completion, students will have demonstrated their ability to (which link to MVS Program Learning Goals):

- Understand the impact of cultural values on managerial behavior and recognize the need to adapt one's business style to each culture. (2,3,4,6)
- Identify all functional areas in managing international business organization. (2,3,6)
- Evaluate the impact of political, legal, economic, leadership styles, and cultural environment of the regions and countries on multinational organizations. (1,3,5,6)
- Explain orally and in writing the differences in economic social, political, and cultural variables among countries. (1,2,3,6)
- Distinguish between various trade policies and their economic impacts. (1,6)

- Develop and reflect on critical globalization issues and become familiar with emerging economies. (1,5, 6)
- Evaluate international ethical dilemmas. (1,5,6)

Other critical course outcomes are teamwork skills, focused and precise writing, oral communication, public speaking and presentation skills, and proficiency in Microsoft Power Point, Excel and Word.

These course learning objectives are pertinent to the MVS Business School Program Learning Goals. The program learning goals specify what we expect students to be able to demonstrate upon graduation.

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline – in the case of this class, that's International Management

PREREQUISITES

- MGT 307

TEXTBOOK

International Management: Managing Across Borders and Cultures, Text and Cases
Helen Deresky
8th Edition (2014) Prentice Hall
ISBN-13: 9780133062120

INSTRUCTIONAL METHODS

MGT410 is an introductory undergraduate course in International Business. An understanding of International Business is essential for students of business. The course will use cases, projects, and in-class exercises to address problems and opportunities in global environment. The class follows a blended format in which some of the instructional material and activities are delivered in class and others are delivered through Canvas. Most in-class delivery will consist of the presentation and explanation of concepts and the consideration of examples. Occasionally, in-class quizzes may be held. Class time will also be used for collaborative and interactive activities.

Students may be expected to perform basic internet searches along with producing short responses in a word processing software (such as Microsoft Word, PowerPoint, Google Cloud Computing, etc.). Check your CSU email regularly. The university will be using your “official” campus email account for many announcements and I will utilize email for course announcements. Please follow the guideline provided in first class to send your

email. Students will need to save their work in this course. Save your work early and often!!!-- Recommended ways include a USB flash drive, or by using the online storage space allocated to you by CSU. This personal storage space is available via MyCI under MyDrive tab.

This course will use Canvas as our course management tool. The In Class Activities (ICAs) and projects will require you to submit your work to Canvas. In addition Canvas will serve as an online gradebook, where you can view your grades throughout the semester.

Note: It is your responsibility to check your grades I enter on Canvas. If there is a mistake you have **two weeks** after the assignment is due to let me know of the mistake. If you do not notify me in time, the grade becomes permanent. It pays to pay attention to your grades.

TESTS AND QUIZZES

The course will include three examinations. Attendance at examinations is mandatory -- no make-up examinations or are given for any reason (except for verifiable medical circumstances with prior notification).

ORAL AND WRITTEN COMMUNICATION CONTENT

There will be significant attention given to oral and written communications. Students are expected to come to class prepared to ask questions and to (attempt to) answer questions posed to them. **Students are expected to communicate with the instructor primarily via email when necessary.**

PARTICIPATION AND IN-CLASS ACITIVITIES

There will be in-class activities, where participation and submissions will be required throughout the semester. Participation in and submission of these in-class activities (ICAs) can only occur if you are in attendance during that class. Therefore, there will not be any make-ups for any missed submissions; also attendance in not a sufficient factor of full participation.

I strongly encourage student input during class discussion. Consequently, you will only be able to participate if you have read the chapters, cases and assignments before class. The textbook is used as a supplement to the material presented or covered in class.

HOMEWORK

- You are expected to turn in your assignment files by the end of that class listed on your course calendar. The date/ time is the same date for uploading the file to Canvas.
- You have been provided with *homework and project guidelines* for the required homework due dates.
- Files must be submitted by the end of class on the due date. Canvas **does not accept late file uploads.**
- If files are not submitted to Canvas by the appropriate deadline the student will **receive a zero** for that assignment.
- I save student work for 7 weeks into the new semester and then dispose of it.

PROJECTS

There will be two individual projects and a group project throughout the semester. More detailed information will be given out separately.

CLASSROOM PROTOCOL

Coming to class late and leaving class early is disruptive and disrespectful. I expect students to be on time and ready for class. I expect that students will take care of personal needs before or after class and not come and go while class is in session. On occasion, students must leave during a class, if you have to leave a class early, please let me know at the beginning of the class and make a quiet exit. All electronic devices should be turned off during class. Phone calls, texting, email, internet not related to class, MP3 players/iPod use, etc. are not acceptable within a classroom setting.

GRADING AND ACADEMIC CONDUCT POLICY

Final grade will be calculated on the weighted value of all components. Final grades will be given on the basis of the general CSUCI policy on grades. General CSUCI policy on grades (<http://senate.csuci.edu/policies/2012-2013/senate-policy-12-07.pdf>). The professor reserves the right to change the method for determining course evaluation at any time.

Component	Percentages
Exams (3 Total)	20%*3=60%
Group Project	15%
Case Presentation	7%
Case Analysis	5%
Current Event Update	3%
ICAs and Class Participation	Total 10%
Total	100%

Grade Distribution	
A	> 93 %
A-	90 – 92.99 %
B+	88 – 89.99 %
B	83 – 87.99 %
B-	80 – 82.99 %
C+	78 – 79.99 %
C	73 – 77.99 %
C-	70 – 72.99 %
D+	68 – 69.99 %
D	63 – 67.99 %
D-	60 – 62.99 %
F	<60%

ATTENDANCE POLICY

Each student is responsible for all of the information (including announcements) presented in class. Students will be also expected to actively participate in the class discussions. Traditionally, poor performance in this class has been closely related to poor attendance. Your work in the business program is designed to prepare you to function as a professional -- professionals show up for scheduled meetings prepared and on time.

MAKE-UP EXAM POLICY

Students are expected to take exams on the dates listed in the syllabus. ***Makeup exams will be given only in the case of an unforeseen, documented emergency or for a significant reason approved in advance by the instructor.*** In case of emergency, please notify the Instructor via email and/or voice mail as soon as possible with appropriate documentation.

MAKE-UP ATTENDANCE/PARTICIPATION EXERCISES

Students are expected to attend all lectures. Makeup attendance or participation grades will be given only in the case of unforeseen, documented emergencies and can only be made up if a legitimate, documented excuse is presented to the instructor.

LATE ASSIGNMENT POLICY

Homeworks and Projects not submitted by the ***END of class on the due date will not be accepted.*** *This policy will be strictly enforced.*

CANVAS GRADE POLICY

Grades will be posted on the class Canvas site. ***Students are required to check Canvas every week to ensure the accuracy of recorded grades.*** Students have **2 weeks** after a grade is recorded to contact your Instructor to report an error, otherwise the grade becomes **permanent**.

HONOR CODE POLICY

The work you submit MUST be your own. Plagiarism and cases of copying/cheating may be reported for disciplinary action in accordance with <http://senate.csuci.edu/policies/2002-2003/SP02-01.pdf>. Please note penalties can be severe! ***I can tell if you just copy your friend's homework/project so please don't try it.***

This is the definition of Academic misconduct:

Academic misconduct is an act in which a student:

- (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
- (b) Uses unauthorized materials or fabricated data in any academic exercise;
- (c) Forges or falsifies academic documents or records;
- (d) Intentionally impedes or damages the academic work of others;
- (e) Engages in conduct aimed at making false representation of a student's academic performance
- (f) Assists other students in any of these acts.

It is understood that what you turn in to me for a grade represents your own work. ABIDING BY THE INTEGRITY POLICY IS ASSUMED, EVEN IF YOU DON'T SIGN IT ON WORK TURNED IN.

CSUCI DISABILITY STATEMENT

Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-3331 or at accommodations@csuci.edu for personal assistance and accommodations.

DISCLAIMER

The syllabus is subject to change to reflect new materials, assignments, and background of students. Students should check the online version of the syllabus frequently.

MGT410 FALL 2017 TENTATIVE COURSE CALENDAR

(Schedule Subject to Change)

Week	Date	Topic	Suggested Reading	Case presentation	Due
Week 1	8/29	Class Introduction	Syllabus		In-Class Activity (ICA)
	8/31	Global Business Environment	Chapter 1		ICAs/Team Member Due
Week 2	9/5	Managing Interdependence: Social Responsibility, Ethics, Sustainability	Chapter 2		ICAs\ Team Task #1 Pictures and Maps Due
	9/7				
Week 3	9/12	Culture and Business	Chapter 3		ICAs
	9/14				
Week 4	9/19	Communicating Across Cultures	Chapter 4		ICAs
	9/21				
Week 5	9/26	Current Events Update			Team Task#2_ Business Etiquette and Culture Values
	9/28	Exam#1	Chapters 1, 2, 3, 4		
Week 6	10/3	Cross-cultural Negotiation and Decision Making	Chapter 5		ICAs
	10/5				

Week	Date	Topic	Suggested Reading	Case presentation	Due
Week 7	10/10	Formulating Strategy	Chapter 6		ICAs
	10/12				
Week 8	10/17	Implementing Strategy: Strategic Alliances, Small Businesses, Emerging Economy Firms	Chapter 7		ICAs
	10/19				
Week 9	10/24	Organization Structure and Control Systems	Chapter 8		ICAs
	10/26				
Week 10	10/31	Current Events Update			Team Task#3, Communication Style and Management Style
	11/2	Exam#2	Chapters 5, 6, 7, 8		
Week 11	11/7	Staffing, Training, and Compensation for Global Operations	Chapter 9		ICAs
	11/9				
Week 12	11/14	Developing a Global Management Cadre	Chapter 10		Individual Case Analysis Due
	11/16				
Week 13	11/21	Group Project Working Day			
	11/23	Thanksgiving Holiday-No class :)			
Week 14	11/28	Motivating and Leading	Chapter 11		Team Task#4 Labor Relations and Negotiation Pattern
	11/30				
Week 15	12/5	Group Project Final Presentation			Final Project Report Due
	12/7				
Week 16	12/12	Exam#3	Chapters 9, 10, 11		