



Management of International Business

MGT 410

Course number 2263

Spring semester by arrangement: face to face, asynchronous and synchronous online

Face to face: Mondays, 9-11:50, Bell Tower 2414

Synchronous online course work: May 20-May 31, 2024; online 8:00-10:00 a.m.



Germany Trip: June 1-15, 2024 including Instructor ShuMin Chien, CSUCI, Digital Advertising Prof.

Instructor: Dr. Cindy Sherman, Ph.D., MBA

Location for in-person classes: Bell Tower 1688, Mondays 9:00-11:50 a.m. Synchronous online classes will meet at <https://csuci.zoom.us/j/85158726277>

Office Hours:

Monday 12:30-1:30 p.m. in person or online at <https://csuci.zoom.us/j/84814240447>

Tuesday 12:00-1:00 p.m. in person

Thursday 2:30-3:30 p.m. in person

By appointment either in-person or on Zoom.

Office: Martin V. Smith Hall first floor, office 1174

Phone: 626-786-1920. (If you text or leave a message, please leave your name.)

E-mail: cynthia.sherman@csuci.edu

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. The course allows the student to experience international travel, learning, and discussion with students of other countries through in-person and online classes and a 14-day study abroad trip to Karlsruhe, Germany. 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)
- Collaborate with student partners from various countries. (2, 3, 4)
- Create a presentation for a global audience. (1, 2, 4, 6)

Other critical course outcomes are personal management of behavior to participate fully in the study abroad experience, awareness and culturally appropriate interactions with people and systems in foreign countries, 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 or permission of the instructor.

TEXTBOOK and READINGS on Canvas

Readings

Open-source textbook: Carpenter, M. (2011) International Business, Open Textbook Library, Saylor Foundation. The text can be found in Canvas Module, "Course Materials and Readings"

INSTRUCTIONAL METHODS

MGT410 is an introductory undergraduate course in International Business. An understanding of International Business is essential for students of business. This is a special edition of the course that includes an international experience in Karlsruhe, Germany with students from Great Britain, Canada, Ukraine, Finland, and the United States. The course will use lectures, company visits, cultural site visits, in-class activities, cases, workshops, and a simulation 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, in person, and others are delivered online synchronously and asynchronously as well as through Canvas. Most in-class delivery will consist of

the presentation and explanation of concepts and the consideration of examples. 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.).

This course will use Canvas as our course management tool. In addition, Canvas will serve as an online gradebook, where you can view your grades throughout the semester.

Online quizzes and exams

There are 3 online quizzes on Canvas.

There will be two exams in Germany related to the course work done there. See assignments below.

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 ACTIVITIES

There will be in-class and online discussions and activities, where participation and submissions will be required throughout the semester. Participation in and submission of these activities (ICAs) can only occur if you are in attendance during that class or participate online. Therefore, there will not be any make-ups for any missed submissions; also attendance is 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 and assignments before class. The textbook is used as a supplement to the material presented or covered in class.

Assignments

- All assignments are due at 11:59 p.m. on the date due OR before class on the date due. Please take note of the due dates.
- If files are not submitted to Canvas by the appropriate deadline the student will **receive a zero** for that assignment.

PROJECTS

There will be an individual project and a group project in Germany. More detailed information will be given out separately.

CLASSROOM PROTOCOL, CLASS MEETINGS IN GERMANY

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.

Classes in Germany are more formal than the U.S. It is expected that you will be in your seat 5 minutes early and ready to start at the published start time. **It is exceedingly disrespectful to be late, to get up and leave in the middle of the class, or to talk with your class mates while the professor is speaking.**

GRADING AND ACADEMIC CONDUCT POLICY

Final grades 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.

All students will be given an Incomplete at the end of the Spring Semester. The course grades will be updated once we return from the Germany trip in mid-June. For seniors awaiting a diploma, this will mean that your diploma will be delayed until after the final grades are posted in mid-June, with your diploma arriving late June or early July 2024.

Assignments

Travel Paperwork for trip completed: Jan 29, 2024

Assignment	Percentage
Short paper (2-3 pages) on articles, videos, lectures: prompts on Canvas, due:	45% (15% each)
March 11 th	
April 15 th	
May 6 th	
Reflective essay March 25 th	10%
Participation U.S. and Germany	20%
Online Quizzes in U.S.	5%
Quizzes in Germany June 5, June 14 th	10%
Presentation in Germany June 14 th	10%
Final Reflection/Thank you due by June 15 th	
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.

In Germany it is expected that you will be on time for all classes and events. If you are ill, you need to contact Dr. Sherman or Prof. Chien immediately.

MAKE-UP ATTENDANCE/PARTICIPATION EXERCISES

Students are expected to attend all lectures. In Camarillo, 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. In Germany, there are no make-up classes available. See materials relating to the Germany trip for more on participation.

LATE ASSIGNMENT POLICY

Homework and Projects not submitted by the **11:59 p.m. of 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.**

HONOR CODE POLICY

The work you submit MUST be your own. ChatGPT and other AI tools are readily available and are great for creating structure and getting ideas. If you use any AI tools, you should document what tool was used and how you used them. Not doing so would constitute cheating in this class. Please use the tools responsibly. We will discuss further in class.

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>.

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.

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 Spring 2024 TENTATIVE COURSE CALENDAR

(Schedule Subject to Change)

Week	Date	Topic	Suggested reading	Assignment
Week 1 Module 1: Travel	1/22 In-person	Introductions – course content, travel	Online textbook: chapter 1.1-1.2	Trip planning materials, paperwork for the trip due by 1/29/24
WEEK 1 class will not be held. Join us on the picket line. See emails for more information.				
Week 2 Module 1: Travel	1/29 In-person	Travel preparedness - Required	Courtney Gross from International Programs will join us.	Discussion board
Week 3 Module 2: Globalization & History	2/5 In-person	Globalization – In order to understand current business climate, we need to explore history	See Canvas Module 1: <i>World History Project 1750- Present</i> Unit 9	
Week	2/12 In-person	WW1 and WW2	Canvas Module 1 Unit 6 & Unit 7 of <i>World History Project 1750- Present</i>	Quiz online Due 2/11/24 Two attempts, keep the highest.
Week 5	2/19 Async - online	Fascisim	Canvas Module 1	First paper on readings & videos

Week 6	2/26 In-person	The world is flat?	Reading online	Discussion board
Week 7	3/4 Async - online	Overview – International Business Environments - Europe	Canvas Module 2	Quiz online
Week 8	3/11 Async - online	European Union	Reading online	First paper on readings
	3/18	Spring break		
Week 9	3/25 Async online	Cultural differences	Canvas Module 3 Textbook: Chapter 3.1-3.3	Reflective essay
Week 10	4/1 Synchronous online	Travel preparedness - required		
Week 11	4/8 Async - online	Global Business Ethics	Readings online	Quiz online
Week 12	4/15 Async - online	Understanding the Developed World & Developing World	Canvas Module 4 Textbook: Chapter 4.0-4.3	2 nd paper on readings
Week 13	4/22 Async - online	The New Silk Road from China to Europe	Reading online	
Week 14	4/29 Async - online	Germany & European Union	Reading online	Quiz online
Week 15	5/6 Sync online	Global Market Opportunity	Reading online	3 rd paper on readings
Week 16	5/13	Finals week	No final	
	5/20-5/27	German language, culture with DHBW online	2 hours/day M-F 8:00 – 10 a.m. Pacific time	
	6/1-6/15	Germany Trip.	Lecture periods Exam/Presentations; Company visits, Cultural sites.	

The syllabus may change due to unforeseen events & flexibility during the semester. Changes will usually be announced in class as well as updated on the course site in Canvas.

Disabilities Accommodations. 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 and Support 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 and Support Services office at (805) 437-8510 for personal assistance and accommodations. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me ASAP.

<https://www.csuci.edu/dass/>

Attendance Policy. We meet only once a week, so your attendance in class is expected. Your learning is more than just reading a textbook. It requires that you learn to collaborate and integrate other people's ideas with your own. For absences with extenuating circumstances related to a medical condition or disability for which you may require reasonable accommodation, please refer to the Disability Statement.

Campus Tutoring Services. The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The Peer Tutor Schedule is available via the [LRC webpage](#).

Writing & Multiliteracy Center. The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address the 21st Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help students at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops. Students can make an appointment to work with a consultant or learn more by visiting the [WMC webpage](#).

Counseling and Psychological Services (CAPS). CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); students can also email CAPS at caps@csuci.edu or visit the [CAPS website](#).

Title IX and Inclusion. Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSUCI prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSUCI's commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the [Title IX webpage](#).

Cheating, Plagiarism and Other Forms of Academic Dishonesty. All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarize), cheat on quizzes, tests or examination, help other students cheat or plagiarize, or commit other acts of academic dishonesty will fail the course.

If you use an online website to get answers for a quiz or exam, if you use someone to write your papers who is not you, if you give answers to a classmate or someone in another section, and you are caught doing so, you will fail the course. You will also be reported to the Vice

President of Academic Affairs and Student Affairs of the University. Honesty is an expectation of being a member of this class.

The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author's writing word for word, except for brief passages to support your thesis, and then only if the author has stated it in such a way that you cannot restate it effectively in your own words. When using another writer's work, accurately identify it with a proper citation. The preferred method of citation for this course is the APA methodology (American Psychological Association).

Plagiarism or cheating on test and exams will result in an "F" (0 points) on the test or exams, will result in a failing final grade in the course, as well as the reporting the incident to the Vice Presidents of Academic Affairs and Student Affairs. To complete course requirements, students must retake the test or exam during the instructor's scheduled office hours.

Plagiarism on homework or project deliverables will result in 0 point grade for that document.

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code (located at <http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm>). For additional information, please see the faculty [Academic Senate Policy on Academic Dishonesty](#), also in the CI Catalog. Please ask about my expectations regarding academic dishonesty in this course if they are unclear.

CSUCI Policy on Grades, Honors, & Awards. You can find more information about grades, that is what letter grades mean, how the 4.0 point scale works, and more in the CSUCI Course Catalog at: <http://catalog.csuci.edu/content.php?catoid=46&navoid=2906>

Campus Tutoring Services. You are encouraged to make regular use of campus tutors and/or peer study groups, beginning in the second week of the semester. For campus tutoring locations, subjects and hours, go to: <http://go.csuci.edu/tutoring>.

Civil Discourse Statement. All students, staff and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. In 2016, CI faculty (through the Academic Senate) voted to approve [Resolution SR 16-01](#) titled, "Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community." If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on canvas) respects the rights of others to "engage in informed discourse and express a diversity of opinions freely and in a civil manner."

Emergency Intervention and Basic Needs. If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g., sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students Office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the [Basic Needs Program](#)



Summer School International Business June 2 - 15, 2024 – _Preliminary Schedule

See itinerary on Canvas.