

**MGNT 4625-01D**  
**International Management**  
**Fall 2019– T/TH 11:00-12:15 PM – Miller Hall room #1308**

**Instructor:** Ms. Mariana Sanchez  
**Office Hours:** T/TH 2:30PM-5:00PM  
**Telephone:** (678) 839-5165  
**Email:** [msanchez@westga.edu](mailto:msanchez@westga.edu)  
**Office:** Miller Hall 2321

**Text:** [International Business: Opportunities and Challenges in a Flattening World v. 2.0.10](#), by Carpenter and Dunung. ISBN: 978-1-4533-8777-8. Electronic book from FlatWorld Knowledge available at: <https://students.flatworldknowledge.com/course/2587020>

**Prerequisite:** MGNT 3600 or equivalent

**Course Description:**

The course is intended to help students gain a better understanding of successful international management practices. The course's primary objective is to explore issues surrounding international management and global competitiveness. We will consider some important issues that should be accounted for in international management such as the nature of international competition, cultural differences across countries, and the influences of financial, environmental, socio-cultural, political, and economic forces on the practices of multinational enterprises.

**Learning Objectives Related to Learning Goals:**

1. Have a broad-based knowledge of the economic, business, and trade environment in different countries / areas of the world and how they are linked. (BBA 4)
2. Be able to gather and analyze trade and business information about specific countries from various government and private sources, and to communicate this information effectively in oral presentations and in writing. (BBA 1)
3. Have some knowledge about how basic business concepts and theories in all the different functional areas of business can be interpreted and applied in terms of international business situations. (BBA 4, BBA 6)
4. Be able to analyze international business situations and to recognize how diversity, globalization, and multicultural considerations affect organizational environments and strategic plans. (BBA 5)

**Credit Hour Policy (3 credit hours):**

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

**Requests for Modifications:**

Any students requiring modifications should make an appointment to meet with the instructor as soon as possible. An official letter from UWG Accessibility Services documenting the disability is required in order to receive accommodations. You obtain more information about [Accessibility services here](#).

**Penalties for Breach of Academic Integrity:**

Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of penalties including but not limited to failing the assignment, failing the course, and referral to Office of the Vice President for Academic Affairs. **NOTE: *Violations of the academic honesty policy may result in expulsion from the University.***

**Student Rights and Responsibilities:**

Please carefully review the information of the [Student Rights and Responsibilities here](#). This link contains important information pertaining to your rights and responsibilities in this class and is updated as federal, state, university, and accreditation standards change.

**HB 280 (Campus Carry):**

UWG follows University System of Georgia (USG) guidance - [HB 280 \(Campus Carry\) link](#).

**Official Communication:**

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. It is the student's responsibility to check his or her email. The Management Department believes in work-life balance for both faculty and students. Faculty will typically respond to student emails within 24 hours. Students should not expect a response during non-business hours, which includes nights, weekends, holidays, and school breaks.

**Course Conduct:**

It is expected, but not mandated, that you access all materials provided for this class including content posted on CourseDen and emailed to you. All material provided is subject to inclusion on quizzes/exams. Attendance is required for three exams as listed on the course schedule. During the semester, students are expected to:

- Complete assignments on time
- Arrive to exams on time
- Ask questions if necessary

**Course Requirements:**

- Access to a computer (PC or MAC) with speakers
- High speed internet service is strongly recommended
- Microsoft Office software (please visit [SITS website](#) for more information on how to download it) and Adobe Reader.

**Other Course Policies:**

- Email is a common mode of business communication, please email me to my westga.edu email from you're my.westga.edu.
- Please compose emails in a professional manner and avoid informal emails (i.e., unpunctuated, sloppily written, and using greetings such as 'Hey').
- It is the student's responsibility to access all content posted on CourseDen and emailed to the student.
- Unforeseen changes in the syllabus and assignments will be announced in email.
- It is the student's responsibility to regularly check their my.westga.edu email periodically.

**Grading:**

<b>Graded Event</b>	<b>Percentage of Final Average</b>	<b>Grading Scale</b>
Exam 1	20%	A: 90-100
Exam 2	20%	B: 80-89
Exam 3	20%	C: 70-79
International Firm Analysis	18%	D: 60-69
Quizzes	15%	F: <60
Assignments	7%	
Total	100%	

**Exams:**

There are **three (3)** exams which will be administered on the UWG Carrollton campus as stated in the course schedule. Exams will normally contain multiple choice and true/false questions. There will be no make-up for exams except for the reasons listed below. Unexcused absences from an exam will result in a zero score. An excused exam absence is defined by one of the following:

1. University-sanctioned activity. Written, verifiable notification of the activity must be provided and validated by the instructor at least 72 hours prior to the scheduled exam.
2. Verified medical absence. A written and verifiable note must be presented to me no more than 72 hours after the exam. The note must say that you were physically unable to take the exam at the scheduled time due to the nature of your illness.
3. Other hardship cases provided that you have obtained the required approval of the university.

**Quizzes and Assignments:**

Chapter quizzes are posted on CourseDen. You will also see assignments that pertain to specific chapters. Quizzes and assignments are due the day before an exam by 11:59PM.

**International Firm Analysis:**

Each student will contact a firm doing business across borders (U.S. firm doing business abroad or foreign firm doing business in the U.S.) and report on the firm's international business in relation to content of this course. The method of contact is at the student's discretion (face-to-face, phone, skype, email, social media, etc.). The paper, in paragraph format, should be 3 pages of text (12-point Times New Roman font, 1-inch margins, and single space) with additional pages allowed for any necessary supporting material. *Please refer to the course schedule for due date and CourseDen for further instructions.*

**Course Schedule:**

Face-to-Face Orientation	Thursday	Aug. 15 <sup>th</sup>
Face-to-face Exam 1	Tuesday	Sept. 10 <sup>th</sup>
Face-to-face Exam 2	Tuesday	Oct. 8 <sup>th</sup>
Face-to-face Exam 3	Tuesday	Nov. 19 <sup>th</sup>
International Firm Analysis Project	Tuesday	Dec. 3 <sup>rd</sup> (submit in CourseDen by 11:59PM)

This is an estimated timeline for the course and is subject to amendment at the discretion of the Instructor. Changes will be announced in CourseDen.