

Management 3275 – 090
CRN: 12233
International Business Management
Fall 2023

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Office Hours: By appointment using my calendar link: <https://calendly.com/jeremiah-nelson>

Classroom: Friday 132
Day/Time: Tuesdays/5:30-8:15 PM

Required Text:

International Management: Culture, Strategy, and Behavior, 12th edition

Authors: Doh, Luthans, & Guar
ISBN: 9781265806365
Copyright: 2024
Publisher: McGraw-Hill

Inclusive Access: McGraw-Hill Connect Di (in Canvas)

Required Simulation:

CESIM Business Simulations

Supplemental Reading:

Distributed in class or Canvas throughout the semester.

Course Description:

MGMT 3275. International Business Management (3).

Prerequisites: MGMT 3140, Management or International Business major, International Management minor. An introduction to the processes and strategies, institutions and environments, and barriers and problems with international business, as well as management of various functions (e.g. strategy, organization, HR, finance, marketing, etc.) within a multinational enterprise. Topics include: foundations for global business, the environment of international business, processes and strategies of international business, cross-cultural awareness and management implications.

Course Purpose:

The purpose of this course is to provide students with intensive exposure to the world of managing in the global environment. While the globalization of business has been taking place for centuries, the integration of economies, business, and commerce presents large and complex challenges for new and experienced managers. Geopolitics and geoeconomics are undergoing unprecedented and complex shifts that can threaten corporations. This course addresses many of the cultural, economic, and political issues of organization and management in the global context.

For example, many large and small enterprises are dependent on access to foreign markets, resources, and supply chains for sourcing of goods and services internationally. The e-commerce revolution implies there are no real borders. This course takes a broad view of the manager as a decision-maker. Cultural awareness and sensitivity, a global mindset, and an overview of multilayered complexities in terms of CAGE (cultural, administrative/legal, geographic, and economic factors) will be covered.

Course Objectives:

Upon completion of this course, you should be able to:

1. Analyze the internal and external environments of international business organizations to identify opportunities, threats, strengths, and weaknesses.
2. Apply problem-solving processes to business situations.
3. Recognize, integrate, and synthesize frameworks from all business disciplines to solve problems.
4. Recognize the consequences of decision-making in conditions of uncertainty and competition.
5. Apply both tactical and longer-term strategic frameworks to support decision-making, collaboration, and teamwork.
6. Consider the roles played by multiple stakeholders in various business situations.
7. Analyze the ethical, legal, and social issues present in business problems.
8. Recognize sustainability and social responsibility issues and how they impact decision-making.
9. Apply economic concepts to global issues.
10. Communicate the impact of cultural differences on business decision-making.
11. Explain the role of emerging markets in the global marketplace.
12. Identify the impact of globalization on markets and businesses.

Methodology:

A combination of lecture, class discussion, guest speakers, case analysis, in-class activities, self-assessments and video examples will be employed throughout the semester. The CESIM simulation and country spotlight projects will create opportunities for applied learning.

Participation and Attendance:

Active participation is critical to your success in this course. The best learning is that which you make personal, so you are encouraged to take ownership of your experience in this course.

There will be material covered in class that is not in the text, so the expectation is that you will arrive promptly and remain for the duration of each class session. Absences may be excused when

appropriate documentation is provided from the Dean of Students Office. Whenever possible, you should notify the instructor in advance of your absence. All assignments must be submitted on or before the scheduled due date. Should you miss a class, this is not an excuse for late work.

Examinations and Grading:

Exams: There will be 2 exams plus a comprehensive final, which are generally a combination of multiple-choice and true-false questions. The focus of these exams will be on application of course material, so memorization will not be sufficient to score successfully. The intent of the exams is to assess your ability to articulate what you have learned and show that you can apply it to a variety of situations.

Quizzes: Quizzes will be short check-in points given throughout the semester. Your best 5 quiz grades will count. There are no make-ups for missed quizzes.

Connect Activities: You will be assigned weekly activities via McGraw-Hill Connect that you can access through Canvas. There are no make-ups for Connect activities not completed in the week they are assigned. You will have unlimited attempts on Connect activities.

Group Country Report: Each group will be assigned a country. That group will brief the class on the complexities of conducting business in that country. Topics will include history, culture, economy, social norms and customs, and other information that would position a visiting executive from the US to feel successfully prepared for his or her first visit with a new client.

CESIM Simulation: Every student will need to subscribe to the CESIM simulation package. Preliminary information and resources are available at CESIM.com – Global Challenge. You will be provided with a company registration code and further instructions by the professor. The CESIM simulation package is designed to provide ‘real life’ decision-making and strategy challenges.

Grading values:

Exam 1	100 points*
Exam 2	100 points*
Quizzes	100 points*
Comprehensive Final	150 points
CESIM Simulation	200 points
Connect Activities	100 points
Country Report	<u>50 points</u>
Total	700 points

Grading scale:

A = 630 points or more
B = 560 – 629.99 points
C = 490 – 559.99 points
D = 420 – 489.99 points
F = 419.99 points or less

*The lowest of these will be dropped from your final grade calculation.

Diversity and Inclusion:

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socioeconomic status.

Disability Accommodations:

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Belk College Statement of Non-Discrimination in the Classroom:

All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person's actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

UNC Charlotte's Religious Accommodation Policy: <https://legal.uncc.edu/policies/up-409>

UNC Charlotte must authorize a minimum of two excused absences each academic year for religious observances required by the faith of a student. UNC Charlotte must provide students the opportunity to make up any tests or other work missed due to an excused absence for a religious observance. A "Request for Religious Observances" form that must be filled out by a requesting student and submitted to the instructor for approval prior to the census date for that semester.

University Center for Academic Excellence: <http://ucae.uncc.edu>, Colvard 2300

The UCAE provides free academic support including Tutorial Services, Supplemental Instruction, Learning Strategies and Instruction, and Students Obtaining Success (S.O.S.) Peer Mentoring with the goal of increasing learning effectiveness, enhancing student success, and promoting academic excellence.

UNC Charlotte Writing Resource Center: <http://wrc.uncc.edu>

Cameron 125, Cone 268 and Atkins G31

The goal of the Writing Center is to help teach you to identify and understand the strengths and weaknesses of your writing, help you find answers, and help you learn how to research, write, revise, and proofread on your own. We want you to become a better writer by learning how to improve the quality of your writing overall, not just to improve the quality of one specific paper. Face-to-face, WebEx, and E-tutoring appointments are available.

University Career Center: <http://career.uncc.edu>, Atkins 150

The University Career Center is committed to providing comprehensive, innovative services and resources for diverse populations of students, alumni, and employers that prepare UNC Charlotte graduates for the competitive global market. Through a focus on early, continuous career and professional preparation, we bridge academic knowledge and professional development.

Center for Counseling and Psychological Services: <http://www.counselingcenter.uncc.edu>
9502 Poplar Terrace Drive (behind the Student Health Center)

“Supports the academic, personal, and interpersonal development of UNC Charlotte students by providing short-term individual and group counseling, psychological assessment, consultation for faculty, staff, parents, and students, and educational programs to the campus community.” And they “assist students with concerns of a personal nature by helping them develop better coping strategies, resolve conflicts and handle crisis situations. Typical concerns are depression, anxiety and stress, relationship issues, identity development, substance use problems, eating and body image issues.”

Niblock Student Center: Friday 305

<https://belkcollege.uncc.edu/academic-programs/undergraduate-programs/current-undergraduate-business-students>

The Niblock Student Center offers provides centralized Academic and Career Coaching for all undergraduate business students. Each Department and School in the Belk College has an Academic and Career Coach appointed as their primary liaison and the primary advisor to students with declared majors in their area. Pre-Business students are assigned an Academic and Career Coach based on their last name. A currently enrolled, Belk College of Business student may meet with his or her Academic and Career Coach through either an Advising Appointment, Walk-In Session or Peer Advisor session.

Class Policies:

- 1. Read the syllabus carefully.** It will help you identify questions you may have that will assist you in understanding how to proceed.
- 2. Read assignments carefully.** If you do not understand concepts in the readings, please contact the instructor.
- 3. Your positive participation is welcomed, anticipated and expected.** Please share your experiences in weekly discussions and live meetings. Learning is about building new knowledge on what you already know and have experienced.
- 4. The best way to reach me is by email.** I strive to respond to email within 24 hours. To ensure I give your email priority, please put MGMT 3140 in the subject line. Please email both my Catawba and UNCC email addresses.
- 5. Late Work:** Assignments are due at the start of class. Late major assignments will be accepted with the following consequences: A deduction of 10% per day from the final grade. Items turned in after the start of class on the due date are counted as late.
- 6. There are no makeup exams** (unless you have a documented excused absence from the Dean of Students).
- 7. Academic Integrity:** Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. **If you are caught cheating in this class you will fail the class.**
- 8. Proofreading:** All written assignments should be carefully proofread. Deductions will be made if you haven't followed directions, have spelling or grammar errors, and if your writing is poor. Please use the writing center if you recognize that this is an area of weakness for you.

Tentative Course Schedule

Date	Topic	Assignment
Week 1 8/21 – 8/27	Course Overview Introduction to CESIM	
Week 2 8/28 – 9/3	Globalization and International Linkages CESIM practice 1 (completed by Tuesday, 8/29 at 11:59 PM) CESIM Quiz 1 (completed by Tuesday, 8/29 at 11:59 PM)	Chapter 1
Week 3 9/4 – 9/10	The Political, Legal, and Technological Environment CESIM practice 2 (completed by Sunday, 9/10 at 11:59 PM)	Chapter 2
Week 4 9/11 – 9/17	Ethics, Social Responsibility, and Sustainability CESIM – Round 1 (completed by Sunday, 9/17 at 11:59 PM)	Chapter 3
Week 5 9/18 – 9/24	Exam 1 (chapters 1-3) – Due by Sunday, 9/24 at 11:59 PM CESIM – Round 2 (completed by Sunday, 9/24 at 11:59 PM) Country Reports #1	
Week 6 9/25 – 10/1	The Meanings and Dimensions of Culture Managing Across Cultures CESIM – Round 3 (completed by Sunday, 10/1 at 11:59 PM) Country Reports #2	Chapter 4 Chapter 5
Week 7 10/2 – 10/8	Organizational Cultures and Diversity Cross-Cultural Communication and Negotiation CESIM – Round 4 (completed by Sunday, 10/8 at 11:59 PM) Country Reports #3	Chapter 6 Chapter 7
Week 8 10/9 – 10/15	Exam 2 (chapters 4-7) – Due by Sunday, 10/15 at 11:59 PM CESIM – Round 5 (completed by Sunday, 10/15 at 11:59 PM) CESIM Quiz 2 (completed by Sunday, 10/15 at 11:59 PM)	

Week 9 10/16 – 10/22	Strategy Formulation and Implementation CESIM – Round 6 (completed by Sunday, 10/22 at 11:59 PM) Country Reports #4 and #5	Chapter 8
Week 10 10/23 – 10/29	Fall Break: Monday, 10/23 – Tuesday, 10/24	
Week 11 10/30 – 11/5	Entry Strategies and Organizational Structures CESIM – Round 7 (completed by Sunday, 11/5 at 11:59 PM) Country Reports #6 and #7	Chapter 9
Week 12 11/6 – 11/12	Managing Political Risk, Gov't Relations, & Alliances Management Decision & Control CESIM – Round 8 (completed by Sunday, 11/12 at 11:59 PM) Country Reports #8 and #9	Chapter 10 Chapter 11
Week 13 11/13 – 11/19	Motivation Across Cultures CESIM – Round 9 (completed by Sunday, 11/19 at 11:59 PM) Country Reports #10	Chapter 12
Week 14 11/20 – 11/26	Leadership Across Cultures Thanksgiving Break: 11/22 – 11/25	Chapter 13
Week 15 11/27 – 12/3	HR Selection & Development Across Cultures	Chapter 14
Week 16 12/4 – 12/10	Final Exam (completed by Sunday, 12/10 at 11:59 PM) Reading Day: 12/7	
Exam Period 12/12 (5-7:30 PM)	CESIM Company Presentations Course Wrap-up	

FirstDay Inclusive Access Program

To enhance your learning experience and provide affordable access to the right course material, this course is part of an inclusive access model called FirstDay™. You can easily access the required materials for this course at a discounted price, and benefit from single sign-on access with no codes required in Canvas.

UNC Charlotte will bill you at the discounted price as a course charge for this course.

It is NOT recommended that you Opt-Out, as these materials are required to complete the course. You can choose to Opt-Out on the first day of class, but you will be responsible for purchasing your course materials at the full retail price and access to your materials may be suspended.

For more information and FAQs go to customer care.bncollege.com.

Student Tutorial Videos

Accessing Your eTextbook: <https://vimeo.com/304674236>

Opting Out of FirstDay for your eTextbook: <https://vimeo.com/304674616>

Opting Out of FirstDay for your courseware: <https://vimeo.com/304674959>

Other Features on the Course Materials page: <https://vimeo.com/304675344>

Customer Care Contact Information

Customer Care is available 24/7 to help students with questions about accessing their course material, using their eTextbook, or opting-out or in to the FirstDay program.

- Link to Customer Care website: customer care.bncollege.com
- FAQs and Tutorial Videos for the FirstDay Program: <https://tinyurl.com/firstdayfaq>
- Open a ticket Online for the Customer Care team: <https://tinyurl.com/customer carerequest>
- Email the Customer Care team: bookstorecustomer care@bncollege.com
- Call the Customer Care team: 1-844-9-EBOOKS (1-844-932-6657)

Questions?

Contact your Bookstore Manager

Cheri Griffith-Kline

CGriffithKline@bncollege.com; 704-687-7077