

SYLLABUS INTERNATIONAL MANAGEMENT 4325

Spring 2021

UNIVERSITY OF TEXAS AT EL PASO



Instructor: Kathleen Towle

Term: Spring 2021

Contact: Send messages through **Blackboard Course Messages/4325 Internal Email *only*** (located within Blackboard)

For emergencies you can send me messages via Whatsapp or Text message *(703)407 4150*.

Only in case that Blackboard is down you can send messages to my email mktowle@utep.edu

Zoom Video Conference Meetings: Thursday 10:30 -11:30am -For Module, Current Event and Case Study Discussions. If you actively participate in these sessions, you can get your discussion points. However, these sessions are not mandatory and if you cannot participate you can post in the provided discussion boards per Modules or Cases

Office Hours: By appointment. I have flexibility in terms of meeting times. You can schedule a meeting via 4325 Internal Email-/Blackboard Course Messages.

Course Introduction

Globalization has changed the way that we conduct business. Improvements in technology, communication and transportation have allowed international business to touch us daily in a variety of ways: from products that we buy to services that we receive. This course analyzes the key elements that affect managers as they conduct business around the globe. The course's ultimate goal is to develop critical thinking to evaluate the merits and demerits of different international management situations, and to be able to make decisions that will lead successful business ventures.

As part of the class you need to regularly read printed or on-line business publications to increase your understanding of business and finance. Please feel free to ask any questions you have related to this reading.

Course Learning Objectives

Objective	Bloom's Taxonomy	Activities	Assessments
1. Describe the global business setting and how managers can respond to international business challenges	Remember, understand, apply and evaluate	In-class discussions, activities and lectures, videos, business related articles, online activities, case discussions	Exams, Case Rubrics, MyLab Activities/Homework , Class discussion participation
2. Recognize how and why cultural, political, and economic environments affect international businesses and management	Remember, understand, apply and evaluate	In-class discussions, activities and lectures, videos, business related articles, online activities, case discussions	Exams, Case Rubrics, MyLab Activities/Homework, Class discussion participation
3. Explain what is required for managers develop international strategies for their companies: from communication, procurement, production, distribution, marketing and sales.	Analyze, evaluate, apply, create	In-class discussions, activities and lectures, videos, business related articles, online activities, case discussions and final team project	Exams, Case Rubrics, MyLab Activities/Homework, Class discussion participation, Final Team Project assessment rubric
4. Assess the importance of human resource management on an international/global perspective.	Analyze, evaluate, apply, create	In-class discussions, activities and lectures, videos, business related articles, online activities, case discussions and final team project	Exams, Case Rubrics, Activities/Homework, Class discussion participation, Final Team Project assessment rubric

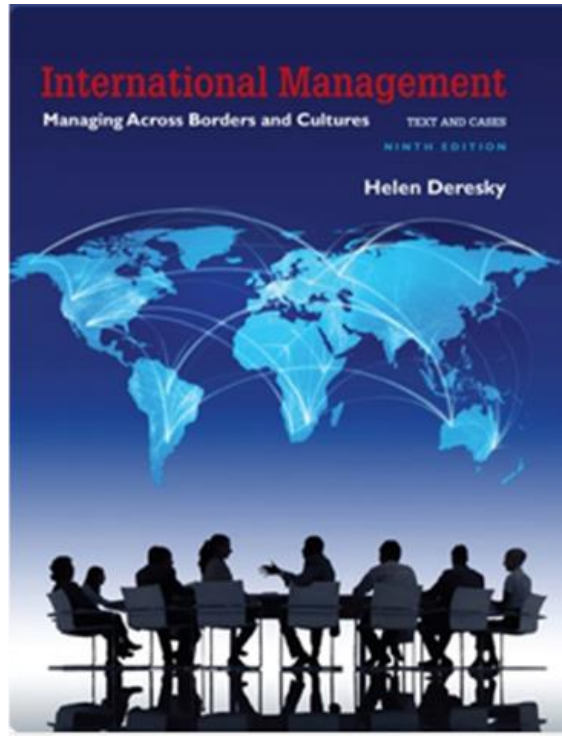
Prerequisites

MGMT 3303

Required Materials and Tools

Textbook

International Management



1 - International Management

Managing Across Borders and Cultures, Text and Cases

by: Helen Deresky

Publisher: Pearson

Print ISBN: 9780134376042, 0134376048

eText ISBN: 9780134379616, 0134379616

Edition: 9th

The textbook is required for the MGMT 4325 course. In order to succeed in this course, you must purchase all required materials no later than the first week of classes. It can be digital or printed version through the publisher website.

Harvard Business School Cases. Instructions for registering and downloading the cases will be published on Blackboard Learn

Attendance, Participation and Coursework

Given that this is an online course, attendance is determined by class participation online. For this reason, in order to get credit, you need to complete the following activities:

- Reading/Viewing all course materials
- Identifying all assignment requirements
- Participating In engaged discussion with your peers on the Discussion Boards (grading rubric provided in the “grading information” area of each forum)
- Participating actively in all group/team assignments and exercises
- Completing all Module Activities (assignments, quizzes, etc.)
- Completing all Major Assignments

Participation in class discussions, homework, online group activities and exercises constitute an essential component of learning. Therefore, students will be required to participate in several individual and group activities or assignments that are relevant to the topics of discussion. These activities and assignments may include briefly summarizing the material, discussing personal opinion, writing short papers/paragraphs and explaining relevance to the topic. You will be grouped into 2 separate groups, one medium sized group for on-line discussion forums and a smaller group for in class group assignments, group homework and the final project.

Participation:

Participation will be accomplished by:

1. Surveys/Class Assignments (120 points)

Modules will have surveys and/or assignments linked to the material. It will be important to follow instructions with regards to the timing of the assignments/surveys. In some cases, you will be instructed to conduct the survey/assignment before reading the material. The idea is to capture your views before so you can reflect on the material once you have started thinking about it. In other cases, it will be done after you go over the material, thus, applying what you have learned. These types of assignments will count as complete/incomplete. There will be **10** surveys/ class assignments and they will be worth 10 points each. These are due on Wednesdays as per the calendar

2. On-line discussion forums. (150 points)

To obtain credit on the on-line discussion forums, you need to post one original comment and reply to at least one of your classmate’s posts. **All students have to be prepared to post based on the Module Prompts and to discuss current events that are pertinent to the class.** There will be one weekly live Zoom session to go over questions, discuss current events, and to discuss over class materials. You can get your discussion board points for the week if you actively participate during these sessions. The zoom

meetings will take place on Thursdays at 10:30 am. These sessions are not mandatory. Therefore, if because of your schedule you cannot participate in these sessions, you will need to post in the discussion board in order to get the discussion points. Written Discussion Posts are due on Fridays.

Homework (150 points):

Homework will be posted in each Module folder in Blackboard. Some homework assignments will be individual, while others will be assigned in groups. Homework will have to be **submitted via Blackboard** (NO E-MAILS Please!!!!). There will be **10** HW assignments worth 15 points each. Homework will be due on Sundays.

Quizzes (300 points):

There will a Quiz per Module. **Quizzes will cover all material posted in each Module.** This includes assigned book chapters, posted videos, readings, etc..

If you miss a quiz due to medical reasons you must provide official documentation from a physician in order to seek an excused absence from an exam. The instructor will review and verify this information and then consider a possible make-up quiz. Make-up quizzes cannot be given for any other reason. **If a quiz is missed it will count as a zero.**

Case Assignments (120 points)

Case studies from Harvard Publishing (3 cases) will be assigned as team projects. These will have two parts:

1. Written portion of the Case Study (30 points each): Instructions will be provided on Blackboard for each case. You will have to analyze the situation, identify the problem and propose solutions. You will submit your assignment via Blackboard. Cases will be due on Thursdays as per the schedule.
2. Case Discussion (10 points each): The students will have to participate in one of the following:
 - a. Zoom video conference call (Thurs 10:30 am after the Case is due). This call is not mandatory, but you actively participate in the call, you will be credited the Case Discussion points.
 - b. If your schedule does not permit participation in the call, you will have to participate in the Case Discussion Board.

Final Project

- The final project will consist in creating an expansion project to open a branch/subsidiary of a business (existing or new) in a foreign country.
- The project will have to include the analysis of international management considerations (culture, market, legal environment, strategy, personnel, etc.) required to open and operate the business abroad
- The project It will require a written paper as well as a video to be presented to the “Company Shareholders” (a.k.a. the class) to sell your expansion project. The class assessment will be part of your grade.

Self and Team Work.

An important learning process in the class will be the ability to work in teams. You will be randomly assigned to teams the first week of class. These teams will work together throughout the semester in different assignments.

The first thing that you will do as a team, is to sign a contract between all team members. You will be held accountable to the standards in the contract. (15 points)

At the end of the semester you will assess your contribution to the team and reflect upon what you learned throughout the semester(20 points). Additionally, the team will assess your contribution. (40 points). If you do not submit your team members' assessments, you will forgo your points, even if your team members awarded you all the points for your contribution.

Grading Rubrics;

Assignments have grading rubrics that have been posted on Blackboard. These can help as a guide for you as you work on assignments, as well as for feedback on graded assignments. If you have questions regarding the rubrics, please let me know.

Due Dates

All Course work will be **due at 11:59pm on the day listed per activity**. The instructor will not accept any late assignments. *The grade for late or missed assignments will be 0 (zero)*. Pleading your case and/or begging for mercy will not be tolerated. All assignments must be turned in or completed on time.

Grades

Your performance in the course will be assessed in multiple ways. You are required to participate in different activities, which will enhance both the comprehension and application of all course concepts.

	Points
Introduction Activities	15
Team Contract	15
Participation	
Class Surveys/Assignments	110
Module Discussions	150
Homework	150
Written Case Assignments	120
Quizzes	300
Final Team Project	300
Self Assessment	20
Team Assessment	40
Total	1220

Final grades will be assigned as follows:

Points		Grade	
From	To		
1220	1098	A	90%
1097	976	B	80%
975	854	C	70%
853	732	D	60%
Less than	731	F	50%

Course Expectations

- Students are expected to learn how to navigate in Blackboard
- It is expected that students will need to work on the class between 10-15 hrs per week
- Students are expected to keep informed of course announcements
- Students are expected to use the Blackboard Course Messages to contact instructor for personal matters as opposed to emailing the instructor at their UNM email address (exception is when Blackboard is down)
- Students are expected to keep the instructor informed of class related problems or problems that may prevent the student from full participation (send a message via Blackboard when you encounter problems so that the instructor knows you still have intentions of completing the course).
- Students are expected to address technical problems immediately and to have a backup computer and internet access
- Students are expected *to observe course netiquette at all times*
- Students are expected to interact in a professional, non-adversarial manner and produce work of utmost academic rigor
- Independent thinking and strong work ethic are two valued assets of successful businesspeople. Developing and/or enhancing these skills will have a major payoff throughout your careers.

TECHNOLOGY REQUIREMENTS

Course content is delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard other browsers may cause complications with the LMS an. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop, scanner, a webcam, and a microphone. You will need to download or update the following software: Microsoft Office, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students.

NETIQUETTE

- Always consider audience. Remember that members of the class and the instructor will be reading any postings.
- Respect and courtesy must be provided to classmates and to instructor at all times. No harassment or inappropriate postings will be tolerated.
- When reacting to someone else's message, address the ideas, not the person. Post only what anyone would comfortably state in a F2F situation.
- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever is posted on in these online spaces is intended for classmates and professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to first request the permission of the writer(s).
- Respect Others' Copyrights
- Don't type in ALL CAPS

DROP POLICY

To drop this class, please contact the [Registrar's Office](#) to initiate the drop process. Make sure to initiate the process prior to the last Drop Date. If you do not, you are at risk of receiving an "F" for the course.

ACCOMMODATIONS POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#).

SCHOLASTIC INTEGRITY

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the **Office of Student Conduct and Conflict Resolution (OSCCR)** for possible disciplinary action. To learn more [HOOP: Student Conduct and Discipline](#).

STUDENT RESOURCES

UTEP provides a variety of student services and support:

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [Military Student Success Center](#): UTEP welcomes military-affiliated students to its degree programs, and the Military Student Success Center and its dedicated staff (many of whom are veterans and students themselves) are here to help personnel in any branch of service to reach their educational goals.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.