



Fall 2022 MGMT 5345 Global Management Syllabus

Who is responsible for the design & delivery of this course?

Instructor

Bill Conwell

CRN

18380

Office:

CoBA Room 258

Class Location:

GBC Room 110C

Office Hours:

By appointment

Class Days:

TS

Class Hours:

Tuesday: 5:30 pm to 9:30 pm

Saturday: 8:00 am to 12:00 pm

E-Mail:

wjconwell@utep.edu

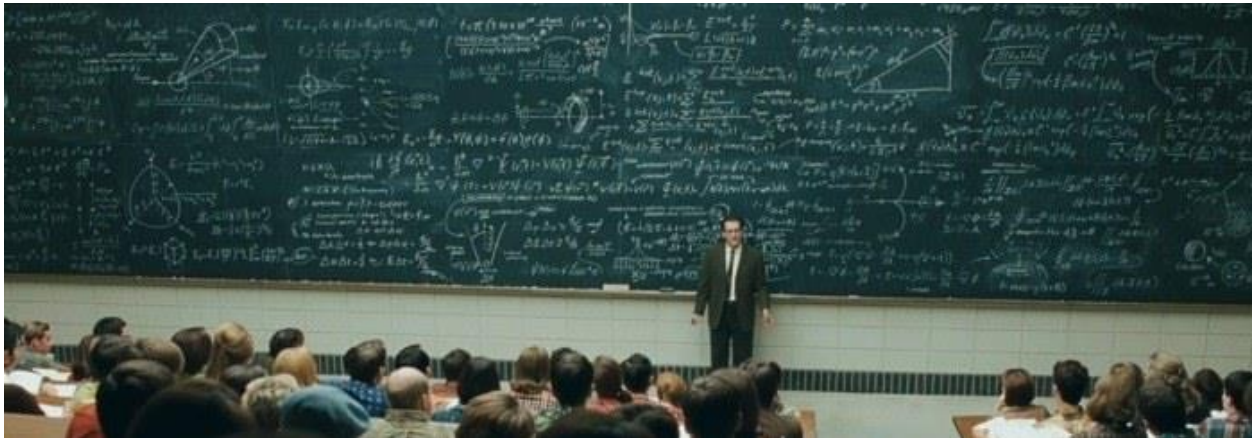
Phone:

915 747-7190

Semester:

Fall 2022

What course is this again?



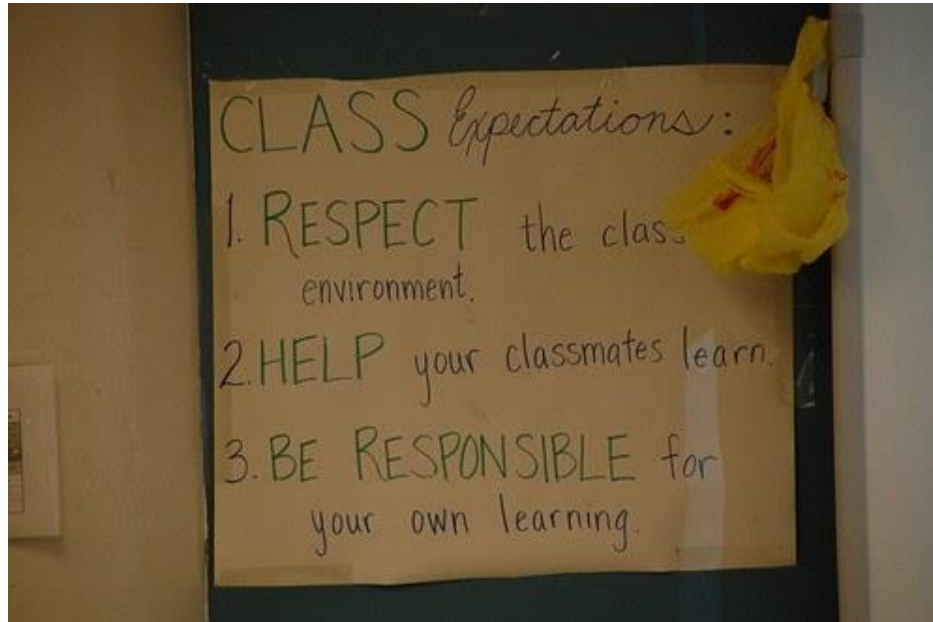
Catalog:

MGMT 5345: Global Management

Course Description:

Here is what the catalog says: This course seeks to provide students with a synthesis of knowledge about globalization and organizational life. Additionally, it deals with the manner in which organizations orient themselves in order to respond to issues that stem from differing cultural logics.

Course Values



I have four values that I hope will make clear the culture and expectations of this class and this course.

- Enlightenment
- Engagement
- Enjoyment
- Excellence

What am I going to learn?



Learning Outcomes:

Student development of creative thinking capabilities and innovation to understand and address:

- Macro, external, factors relative to the global environment in which global businesses and their managers must exist and compete
- Consideration of methods and strategies to minimize negative impacts of these external factors on a global business
- Developing global strategies to create competitive advantage for a business on the global stage
- Strategies, structures, and functions of businesses seeking success in the global environment
- Resources available to support information seeking and decision making relative to global business management

What textbook will be required?

Global Business Today

Author: Charles W. L. Hill

Edition: 12th

ISBN: ISBN 9781264067503 (paperback), ISBN 9781264209620 (e-book), ISBN 9781264209637 (loose-leaf edition)

Publisher: McGraw Hill

NOTE: No additional learning materials required from publisher. Text only.

How will the course be delivered?



- This course will be accomplished in a face-to-face classroom format.
- This course is designed using a modular format—that is, each day/class session is “packaged” in Blackboard as a single module so that all the materials, lecture notes, submission areas, discussion posts, quizzes/exams are in one area for a given session.
- Blackboard Ultra Course View format will be utilized to share class assignments and submissions. Recommended browsers are Google Chrome or Firefox. Any technology related issues or problems should be handled through Student Technology Services at: https://www.utep.edu/technologysupport/ServiceCatalog/Student_Services.html

How will we communicate?



- For outside the classroom communication, Blackboard Email (Messages link, upper LH corner of home page) is preferred for communication related to this course. Alternate is my UTEP e-mail. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from Blackboard or your UTEP student account. And please put the course number in the subject line. In the body of your e-mail, clearly state your question. At the end of your message, be sure to put your first and last name, and your university identification number.
- Discussion Board: If you have a question that you believe other students may also have, please post it in the Help Board of the discussion boards inside of Blackboard (Discussions link, upper LH corner of home page). Please respond to other students' questions if you have a helpful response.
- Announcements: Check the Blackboard announcements (LH side of home page) frequently for any updates, deadlines, or other important messages.

The elephant (still, yes still) in the room.



If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission **wear face masks when indoors in groups of people**. The best way that Miners can take care of miners is to **get the vaccine**. If you still need the vaccine, it is widely available in the El Paso area. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

TECHNOLOGY REQUIREMENTS



Some course content will be 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. 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. You will need to download or update the following software: Microsoft Office, Zoom, 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.

How am I going to learn?



Students are responsible for the text material. Supplemental material to enhance, make relevant, or clarify text material will be provided by the instructor.

Small individual/team exercises may be utilized to help with subject matter understanding as well as application of creative thinking in addressing case-related issues.

Assessments will be used to monitor student progress as well.

How am I going to be graded?



Class engagement through attendance and participation will be key to the success of this course. There will be quizzes, focused primarily on definitions or concepts. The majority of the value added from this course will be the interaction of students in discussing, describing, and debating the aspects of global business in today's world. There is no final exam, **as of now, pending student engagement and excellence brought to the class discussions.**

- **1. Quizzes:** Assessments on chapter and course session material, will be via Blackboard. Quiz submissions are due at the date and time shown in Blackboard. **No points will be given for any late submissions.**
- **2. Final Exam:** Reference paragraph above.

Summary of criterion-based (no curve) grading scheme: Total Points: 1,000

Quizzes (11 total @ 100 points each, <i>lowest score will be dropped</i>)	1,000
Points	
Total Weight	1,000
Points	

Grading scale based on percentages of criterion-based (no curve) grading scheme:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F 0-59%

Other Important Announcements



Disability accommodation. 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](#).

UTEP Policy on Academic 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 one's 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, please visit [HOOP: Student Conduct and Discipline](#).

Copyright Compliance:

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

Professional Demeanor:

- This course may require online communication between students as well as between the students and faculty. The expectation is that all parties will interact in a professional manner. If you have questions regarding online interaction in a professional manner, please reference the guidelines at <https://www.utep.edu/extendeduniversity/utepconnect/blog/october-2017/10-rules-of-netiquette-for-students.html>. The expectation is that you will comply with these guidelines throughout the course –and, hopefully, beyond.

MGMT 5345 Fall 2022 Course Schedule



Course Outline & Activity Plan: (Subject to Change)

Session	Chapters Covered	Focus/Assignments/Activities
0 >8/16/22	Chapter 1	<ul style="list-style-type: none"> • Read Chapter 1 before Class Session 1. (31 pp) • Bring your textbooks & computer to class
1 8/16/22 T	1 Globalization	<p>INTRODUCTION & OVERVIEW</p> <p>LG: Awareness of what constitutes globalization, what are the primary drivers behind it, and the changing nature of the global economy. Recognition of the arguments for and against globalization and its impact(s). Understanding how the process of globalization is creating opportunities and challenges for management practice.</p> <ul style="list-style-type: none"> • Read Chapters 2 & 3 before Class Session 2. (43 pp) • Quiz (1 of 11) on Chapter 1, due by 11:59 pm, Aug 19
2 8/20/22 S	2 National Differences in Political, Economic, & Legal Systems 3 National Differences in Economic Development	<p>NATIONAL DIFFERENCES</p> <p>LG: Awareness and understanding of the various political, economic, & legal systems found in the world and their impact on global management practices.</p> <p>LG: Awareness of the macropolitical and macroeconomic changes at play in the world, how they affect economic development in nations, the changes taking place in the world as a result, and implications for global management practices.</p> <ul style="list-style-type: none"> • Watch "Cultural Difference in Business" Video • Watch (Optional) "Humor and Culture in International Business" Video • Read Chapters 4 & 5 before Class Session 3. (56 pp) • Quiz (2 of 11) on Chapters 2 & 3, due by 11:59 pm, Aug 22
3 8/23/22 T	4 Differences in Culture 5 Ethics, Corporate Social Responsibility, and Sustainability	<p>NATIONAL DIFFERENCES</p> <p>LG: Awareness and appreciation of cultural drivers and differences and their implications for and on global business management. LG: Understanding of the issues and variance surrounding ethics, corporate social responsibility, and sustainability on a global basis and their impact on global management decision making.</p> <ul style="list-style-type: none"> • Watch "Global Interdependence: The Value of Trade" Video • Read Chapters 6 & 7 before Class Session 4. (54 pp) • Quiz (3 of 11) on Chapters 4 & 5, due by 11:59 pm, Aug 26

Session	Chapters Covered	Focus/Assignments/Activities
4 8/27/22 S	6 International Trade Theory 7 Government Policy and International Trade	<p>THE GLOBAL TRADE AND INVESTMENT ENVIRONMENT LG: Summary understanding of various trade theories, governments role(s) in regard to these theories, and how they may influence or impact global business. LG: How and why governments interject themselves and exert influence into international trade and implications for global business management.</p> <ul style="list-style-type: none"> • Watch "Coming Together to Benefit Each Other: Regional Integration in Africa" Video • Read Chapters 8 & 9 before Class Session 5. (54 pp) • Quiz (4 of 11) on Chapters 6 & 7, due by 11:59 pm, Aug 29
5 8/30/22 T	8 Foreign Direct Investment 9 Regional Economic Integration	<p>THE GLOBAL TRADE AND INVESTMENT ENVIRONMENT LG: Awareness of theories regarding Foreign Direct Investment, it's ties to governmental and business strategies and policies, and it's benefits and costs to both home and host countries. LG: Understanding of the concept of regional economic integration, it's role and implications in both the political and business spheres, and its future prospects and impacts.</p> <ul style="list-style-type: none"> • Read Chapters 10 & 11 before Class Session 6. (47 pp) • Quiz (5 of 11) on Chapters 8 & 9, due by 11:59 pm, Sep 2
6 9/3/22 S	10 The Foreign Exchange Market 11 The International Monetary System	<p>THE GLOBAL MONETARY SYSTEM LG: Knowledge of the workings of the foreign exchange market, it's effect on global management and business decision making, and methodologies relevant to foreign exchange forecasting. LG: Awareness of the modern global monetary system, exchange rate systems their implications for global business, and the role(s) of international agencies in managing global financial issues.</p> <ul style="list-style-type: none"> • Watch "Clash of Cultures: Daimler vs. Chrysler" Video • Read Chapters 12 & 13 before Class Session 7. (55 pp) • Quiz (6 of 11) on Chapters 10 & 11, due by 11:59 pm, Sep 5
7 9/6/22 T	12 The Strategy of International Business 13 Entering Developed and Emerging Markets	<p>THE STRATEGY AND STRUCTURE OF INTERNATIONAL BUSINESS LG: Understanding the drivers of international strategic choices and strategies for global managers, as well as the pros and cons surrounding the options to be considered. LG: Awareness of the basic decisions global managers must contemplate in regard to foreign expansion as well as the modes of entry available and factors, pros and cons, influencing the choice of mode.</p> <ul style="list-style-type: none"> • Read CEMEX: Globalization "The Cemex Way" article before Class Session 8. (21 pp) • Read Chapter 14 before Class Session 8. (21 pp) • Quiz (7 of 11) on Chapters 12 & 13, due by 11:59 pm, Sep 9

Session	Chapters Covered	Focus/Assignments/Activities
8 9/10/22 S	13 Entering Developed and Emerging Markets 14 Exporting, Importing and Countertrade	<p>INTERNATIONAL BUSINESS FUNCTIONS LG: Awareness of the basic decisions global managers must contemplate in regard to foreign expansion as well as the modes of entry available and factors, pros and cons, influencing the choice of mode.</p> <p>LG: Understanding the aspects surrounding exporting & importing, resources to aid businesses with export/import, and related financing considerations.</p> <ul style="list-style-type: none"> • Watch "What Toilet Paper Can Teach Us About Supply Chains" Video • Read Chapter 15 before Class Session 9. (25 pp) • Quiz (8 of 11) on Chapter 14, due by 11:59 pm, Sep 12
9 9/13/22 T	15 Global Production and Supply Chain Management	<p>INTERNATIONAL BUSINESS FUNCTIONS</p> <p>LG: Understanding of the factors, considerations, and decision drivers that global managers must consider when building a global production and supply chain.</p> <ul style="list-style-type: none"> • Read Chapter 16 before Class Session 10. (33 pp) • Quiz (9 of 11) on Chapter 15, due by 11:59 pm, Sep 16
10 9/17/22 S	16 Global Marketing and Business Analytics	<p>INTERNATIONAL BUSINESS FUNCTIONS</p> <p>LG: Understanding the need & reasons for the potential adaptation of a business' global product or service to various markets as well as the effects of those markets on said product or service.</p> <ul style="list-style-type: none"> • Read Chapter 17 before Class Session 11. (26 pp) • Quiz (10 of 11) on Chapter 16, due by 11:59 pm, Sep 19
11 9/20/22 T	17 Global Human Resources Management	<p>INTERNATIONAL BUSINESS FUNCTIONS</p> <p>LG: Awareness of the factors and challenges global managers must consider, plan for, and address when overseeing human resources in an international business environment.</p> <ul style="list-style-type: none"> • Quiz (11 of 11) on Chapter 17, due by 11:59 pm, Sep 22