

McKendree University

MGT/MKT-340, International Business

The mission of McKendree University is to provide a high quality educational experience to outstanding students.

~Responsible Citizenship ~Engagement
~Academic Excellence ~Lifelong Learning

COURSE: MGT/MKT-340-S1EL & S2EL

LOCATION: E-Learning

Course Information

*Blackboard will be used to share information and documents.
Also, monitor your McKendree University email daily for course information.*

Teaching Philosophy:

My goal is to engage students in active and dynamic learning that enriches their experience at McKendree University and adequately prepares them for real-world scenarios in the work place.

How to Succeed in this Course:

Success in this course comes easily with the right attitude. Students should come to class eager to learn, and they should participate in all of the learning and assessment activities with an open mind, as well as a positive attitude. I am eager to help students who are proactively engaged in the process.

Course Description:

This course examines how cultural and social values influence management and marketing practices throughout the world. Work-related activities, norms, standards, and expectations of the United States are compared with those of other countries. Prerequisite: MKT 205 or MGT 204

Course Objectives:

1. Evaluate theories, concepts, and cutting-edge developments in the field of international management (IM).
2. Utilize the theories, concepts, and developments to diagnose and solve problems in IM.
3. Increase our awareness of the challenges associated with IM in particular countries and regions.
4. Increase our awareness about our cultural values and perspectives as they relate to IM.

Course Text and Materials:

Carpenter, M. & Dunung, S. (2018). *International Business: Opportunities and challenges in a flattening world, v. 3.0*. Irvington, NY: Flat World Knowledge

This is an online book and you can purchase access via the following link:

<https://students.flatworldknowledge.com/course/2585387>

Course Deliverables

Discussion Boards:

The discussion board assignments are not just “busy work”. They are essentially the “class participation” portion of this course. By interacting with your classmates, you enrich their experiences, as well as your own. That said, it is important for you all to participate in accordance with the following guidelines:

Initial Post- You must make your initial post by 11:59 CST on Thursdays. A successful initial post will be a substantive answer to question(s) for the module. This post must represent a thorough and complete answer to the question and demonstrate an understanding of the material that we have been discussing. Each initial post will include at least ONE citation from our material using proper APA formatting. Your response should be 250 words not including greetings and reference list.

Reply Post- By 11:59 CST on Sundays, you will reply to at least TWO of your classmates’ INITIAL posts with substantive posts that challenge them and advance the discussion. Do not simply reply in agreement. Rather, you should critique their post and attempt to help them flesh out their ideas. Pose thought-provoking and probing questions that encourage critical thinking. Be sure to provide some context with your reply to show how you arrived at the question. You should also keep your discussions aligned with the course material. You are not required to use a reference in your reply, but if you post facts or assertions that represent the thoughts of others, you must cite it. Each reply must be 150 words, excluding greetings and references. **NOTE:** Posts that are not in reply to INITIAL posts do NOT count as a reply.

Quizzes:

There will be a 10-question, multiple-choice quiz for each chapter. Each quiz will be timed (20 minutes), and due at the end of each module. You **MUST** take the quiz in the week that it is due, as the quiz closes at the end of the module. You will not be able to make up the quiz after the module ends, **NO EXECPTIONS**. **NOTE:** It is not a good strategy to try to look up the answers as you take the quiz. You should read the material ahead of time to increase the likelihood of success on the quizzes.

Case Analysis:

The signature assignment for this course is the Global Case Analysis, which is composed of 5 components (to be completed in subsections in Modules 1, 3, 5, 6, and 7), as well as a final presentation submitted in Module 8. The details and requirements of the assignment are available in Blackboard.

Assignments	Points
Discussion Boards (8x50 pts)	400
Chapter Quizzes (15x10 pts)	150
Case Study Assignments (3x50 pts & 2 x 100 pts)	350
Case Study: Final Presentation	100
Total	1000

Grading Scale

Grade	Points	Grade	Points
A	930-1000	C+	770-799
A-	900-929	C	730-769
B+	870-899	C-	700-729
B	830-869	D	600-699
B-	800-829	F	0-599

Course Schedule

Class	Date	Activities	Assignments
Module 1		Chapter 1 Chapter 2 Case Study template	<ul style="list-style-type: none"> • Mod 1 Discussion • Quizzes- Ch. 1-2 • Case Study- Intro
Module 2		Chapter 3 Chapter 4	<ul style="list-style-type: none"> • Mod 2 Discussion • Quizzes- Ch. 3-4
Module 3		Chapter 5 Chapter 6 Chapter 7	<ul style="list-style-type: none"> • Mod 3 Discussion • Quizzes- Ch. 5-7 • Case Study- INT
Module 4		Chapter 8 Chapter 9	<ul style="list-style-type: none"> • Mod 4 Discussion • Quizzes- Ch. 8-9
Module 5		Chapter 10 Chapter 11	<ul style="list-style-type: none"> • Mod 5 Discussion • Quizzes- Ch. 10-11 • Case Study-EXT
Module 6		Chapter 12 Chapter 13	<ul style="list-style-type: none"> • Mod 6 Discussion • Quizzes Ch. 12-13 • Case Study-Cultural & Ethical
Module 7		Chapter 14 Chapter 15	<ul style="list-style-type: none"> • Mod 7 Discussion • Quizzes- Ch. 14-15 • Case Study-Conclusion
Module 8		Final Wrap up!!	<ul style="list-style-type: none"> • Module 8 Discussion • Case Study-Final Presentation PPT

General Course Policies

Blackboard:

Blackboard is a critical tool for this course. The syllabus, lectures, discussions, external links, and a grade book are available for student use. To use Blackboard on a computer outside McKendree, you must have “Java Runtime Environment” installed. Certain popup blockers will also interfere with Blackboard. You should also make McKendree a “trusted site”. If you have questions, email Erin Campbell or call her at 618-537-6822.

“Classroom” Behavior:

Although this is an online course, there are still expectations of us all as citizens of this forum. Please be respectful of your classmates. Do not use this forum as a means for bullying, name calling, or other forms of discourteous behavior.

Participation:

Online courses can be as robust and engaging as face to face courses. We all must commit to being active and present in the course. Your presence in the course adds to the experience for everyone. Thus, it is important to participate in the discussion boards for this course. Please participate with the general idea and intention to engage, stimulate, and provoke critical thought from your classmates.

Late Assignments:

Submitting assignments late in this course can be a recipe for failure. So, you should do your best, to complete each assignment by the due date. There are some specific rules for each type of assignment in this course.

- **Quizzes-** You MUST complete the quiz in the week that it is due. At the end of that week, the quiz will close and you will have missed your opportunity to take it. I will not reopen the quiz.
- **Discussion Boards-** The purpose of the discussion-board assignments is to engage with you classmates. This is not accomplished by posting all on the last day. You must make your INITIAL post on Thursday, as well as your reply by the end of the module. You will be penalized for each day you are late with these posts. You will not get any points for anything you post after the end of the module.
- **Case Study Assignments-** I will allow a 3-day grace period for all written assignments. The assignments are due on Sunday, so you will have until Wednesday night to turn in your assignments. After that, you will be penalized 10% for each day your assignment is late. No points will be awarded for any assignments submitted after Sunday of the following week.

Communications:

Communication can be a challenge in this format, but rules can make things much easier. You will notice that there is no “contact the instructor” forum in this course. That is because I don’t like them. I don’t want to be in a scenario where I have no idea that you are waiting on a response from me. Many issues can be resolved via text or email. So, the first option should be to text for quick issues, and email for more complex issues. I realize that we are all on different schedules, so you can text me at any time. If I am awake, I will usually respond quickly. Sometimes, I will suggest a phone call or zoom session if the issue requires a richer response. If you contact me, expect a response within 24 hours. If I do not respond within that window, assume I did not get the message and reach out again. Note that in some situations, I might get inquiries/questions that will prompt an announcement or mass email. These constitute a response. If you are dissatisfied with group response, please reach out again.

McKendree University Policies

Academic Honesty:

The value of your education and degree are partially dependent on the way that you approach them. Cheating defeats the purpose of pursuing these things. In today's environment, there are many tools to detect plagiarism and cheating. Please do not try it. Any student detected of cheating or engaging in plagiarism on any exam or paper, or participating in any other form of academic dishonesty, will receive the appropriate sanctions, which can include a failing grade ("F") for the course. Please visit with me regarding any questions. In cases of serious violations, additional sanctions (such as academic probation or suspension) are possible.

ADA Policy:

A student requiring assistance with the technical portions of the course should contact the Instructor or the Academic Support Center. Services for Students with disabilities are provided through the McKendree Academic Support Center (MASC) in order to help the student integrate into the entire university experience. MASC provides coordination and implementation of special accommodations for students with documented disabilities.

Challenges to Academic Decisions:

Students who think that their work has been improperly evaluated or who think that they have been unfairly treated in any academic decision may use the grievance procedures found in the catalog.

Course Deletions/Additions:

Students may drop or add courses according to the schedules posted by the Office of Academic Records for each semester. Drops and adds are not effective until recorded by the Registrar. A course may not be added after one week from the first class meeting. If you have challenges and are contemplating dropping this course, please contact me. There are no problems that cannot be resolve with effective communication.

Email:

Every student is issued a McKendree email account, which is one of the major means of communication from departments such as the Office of Academic Records, Student Affairs and the Business Office. All students are responsible for checking their McKendree email accounts regularly, and are accountable for information disseminated to their email accounts. Failure to read university communications sent to McKendree email accounts does not absolve students from knowing and complying with the content of these communications. Additionally, announcements in this course will also be emailed to you, so if there is information that I would like for you to have, I am assuming you will get the message through your email.