MGMT 4510 International Business Communication & Negotiation

INSTRUCTOR: Dr. Martha Robinson
DAYS/TIMES: Thursday 5:30-8:30
OFFICE HOURS: Thursday 12-2:00
OFFICE PHONE NUMBER: (901) 678-5211, (731) 427-4725
EMAIL ADDRESS: mdrbnson@memphis.edu

**Course Description:** Study of the importance of business communication to conducting global business effectively. Emphasis on organizational and interpersonal communication and negotiation skills needed in an integrated world economy. Includes culture-based assumptions, contrasting cultural values, communication and negotiation strategies, verbal, nonverbal, and written communication patterns, laws, and cultural shock.

**Learning outcomes:**
At the conclusion of this course, the student should have demonstrated competencies in the scope and nature of intercultural communications, a keen understanding of universal systems and an appreciation of diverse communication styles, and international conflict negotiation.

**Methods of Learning:**
A variety of techniques will be used to enhance your learning for this course. These include lecture, teamwork, case studies, discussion, debates, exams, video cases, in-class group activities, out-of-class group and individual assignments, and Internet research. You are expected to come to every session having completed your reading and/or other assignments.

**Web Based Instruction:** A number of assignments and activities will be posted on ecourseware. The course will utilize a number of online tools including, blogs, interactive chat rooms, and the drop box.

**Course Evaluation:**
You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. Though much of the learning is actually achieved in-class, you are expected to complete certain assignments before class and to turn in outside assignments on time. Maximum point values are as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams*</td>
<td>300</td>
</tr>
<tr>
<td>Final exam</td>
<td>200</td>
</tr>
<tr>
<td>Individual assignments</td>
<td>300</td>
</tr>
<tr>
<td>Group projects</td>
<td>200 points</td>
</tr>
<tr>
<td>Total Points</td>
<td>1000</td>
</tr>
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Your final grade for the course is based on the number of point you’ve earned during the semester:

- A = 900 - 1000 points
- B = 800 - 899 points
- C = 700 - 799 points

- D = 600 - 699 points
- F = Below 600 points
Class Attendance:
Attendance is required for this class. A number of assignments will be completed in class and will be due at the end of the class. Students who are late to class or absent are responsible for securing class notes, handouts, assignments or any schedule changes announced in class from another student. To make up an exam, you must:
1. Have a legitimate reason for missing the exam such as, illness or university activity.
2. Provide acceptable written verification of the reason for the illness.
3. Contact the professor prior to, or within 24 hours of the missed exam.

Assignments, Cases and Exams:
Students are expected to complete assignments in a timely fashion. Assignments are expected to be turned in at the beginning of class, unless otherwise directed. Late assignments (with excused absence) will be assessed a 15% penalty. Late assignments will be accepted for excused absences only, and must be submitted at the beginning of the next class period following the absence. Exams and case analyses will be given during the semester and are an important part of your grade.

Academic Integrity and Student Contact:
Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs (http://saweb.memphis.edu/judicialAffairs). Please take a look, in particular, at the sections about “Academic Dishonesty,” “Student Code of Conduct and Responsibilities,” and “Disruptive Behaviors.” I will expect students to be aware of these guidelines and to conduct themselves accordingly.

Learning Resources:
It is important that you take responsibility for your own learning. However, there are a variety of resources to help you. The web-based resources that are provided by the textbook publisher Cengage have been found valuable by students who have previously taken this course. Two other useful units that you should familiarize yourself with, that provide free services, are the Educational Support Program and the Business Learning Center. The Educational Support Program has proved to be very useful for students who wish to improve their writing and learning skills. Please visit the website at http://www.people.memphis.edu/~aetcpu/html/esp.HTM (417 Mitchell Hall, tel.: 678-2704) and get in touch with the Director of the Program, Dr. Barbara Bekis (bbekis@memphis.edu).
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March 18: Course Introduction
Chapter 1, the Nature of Intercultural Communication
Chapter 2, Universal Systems

March 23: Web-Based Assignment 1 (ecourseware)

March 25: Chapter 3, Contrasting Cultural Values
Chapter 4, Cultural Shock

April 1: Exam 1, Chapters 1, 2, 3, 4
Chapter 5, Language

April 8: Chapter 6, Oral & Nonverbal Communication Patterns
Chapter 7, Written Communication Patterns

April 13: Web Based Assignment 2 (ecourseware)

April 15: Exam 2, Chapter 5, 6, 7
Chapter 8, Global Etiquette
Chapter 9, Business & Social Customs
Chapter 12, Laws Affecting International Business & Travel

April 20: Web Based Assignment 3 (ecourseware)
Exam 3, Chapter 8

April 22: Final Group Presentation
Chapter 10, Intercultural Negotiation Process
Chapter 11, Intercultural Negotiation Components

April 27: Final Paper/Exam due (Submit to drop box, on or before 12 noon)