Course Syllabus
MGMT 4510 M50 – International Business Communication
Fall Semester, 2018
3.0 Credit Hours

INSTRUCTOR: Dr. Martha Robinson

OFFICE PHONE NUMBER: (731) 425-7961, (901) 678-5211, (731) 427-4725, fax (731) 422-2169
EMAIL ADDRESS: mdrbnson@memphis.edu


Course Description:
Study of the importance of business communication to conducting global business effectively. This course includes an emphasis on organizational and interpersonal communication and negotiation skills needed in an integrated world economy. Additional study and review of culture-based assumptions, contrasting cultural values, communication and negotiation strategies, verbal, nonverbal, and written communication patterns, laws, and culture 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.

Fogelman College: Learning Outcomes for Your Degree:
The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:

• Graduates will be effective communicators.
• Graduates will demonstrate critical thinking skills.
• Graduates will be knowledgeable about ethical factors in the business environment.
• Graduates will be knowledgeable about the global business environment.
• Graduates will be proficient users of business presentation and analysis technology.

These learning outcomes for this degree program are located on the following URL. Notice that Goals indicate Learning Outcomes for the degree program. The objectives under each learning
outcome indicate what must be done to reach the learning outcome. Faculty members in the Fogelman College developed these learning outcomes and periodically assess students to determine the level that the learning outcomes are being met. URL: http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

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: This class is completely online. All 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. You are expected to complete certain assignments and exams on/before the posted due dates. All assignments are to be submitted to the designated dropbox. Maximum point values are as follows:

- Exams* 200 points
- Final Project 200 points
- Team Case assignments 400 points
- Homework Points 100 points

Total Points 900 Your final grade for the course is based on the number of point you’ve earned during the semester:

- A = 800 - 900 points
- B = 700 - 799 points
- C = 600 - 699 points
- D = 500 - 599 points
- F = below 500 points

Class Participation:
Participation is required for this class. A number of assignments are team assignments that require you to log in to the course website on eLearn to communicate with your team and be actively engaged in the team case analysis process. Students who miss assignments or exams are responsible for checking with their team for updates. 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 immediately after a missed assignment or exam. 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.

http://www.memphis.edu/studentconduct/academic-misconduct/index.php
http://libguides.memphis.edu/academicintegrity
http://www.memphis.edu/studentconduct/academic-misconduct/resources.php

Student Conduct: All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College’s Netiquette website.

ADA Statement. To receive disability related accommodations and services, students must first register with Disability Resources for Students (DRS), 110 Wilder Tower, 678-2880. DRS coordinates accommodations for students with documented disabilities (http://www.memphis.edu/drs/index.php).

Resources, Education and Writing Assistance (FREE):

Learning Resources:
It is important that you take responsibility for your own learning. However, there are a variety of resources to help you. 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), or Ms. Tammy McCoy. nmccalb1@memphis.edu., (731) 425-1906, VJ Hall, room 1906 on the U of M, Lambuth Campus.
Tutoring:
General tutoring (www.memphis.edu/tutoring)

Writing and online tutoring (www.memphis.edu/onlinetutoring)

University of Memphis/Fogelman College plagiarism policy and helpful tutorials:

Plagiarism

http://www.memphis.edu/fcbe/pdfs/students/fcbe_plagiarism_library.pdf

http://www.memphis.edu/fcbe/students/plagiarism.php

http://web0.memphis.edu/history/misconduct_plagiarism.htm

NOTE: The instructor reserves the right to make changes to the syllabus. All/any changes to the syllabus will be announced in the News Section of the course Homepage.