Course Syllabus

MGMT 4710-501 (Collierville) – International Management
Fall Semester, 2018
3.0 Credit Hours
(Last updated: 8/16/2018)

Instructor: Tong Hyouk Kang
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Office: FCB 258
Office Hours: by appointment

Course Overview:
International business is prevalent in today’s business world. The U.S. firms generate almost one-third of their profits in foreign countries. However, not every firm can make profits from the international business. Some firms may lose their opportunities for profit and growth due to lack of understanding of foreign environment such as culture, economic and legal constraints. Therefore, this course provides students with the general ideas of the international human resource management, global environment, international strategy, and current global business issues to contribute to the international business world.

Pre-Requisites/Co-Requisites:
Pre-requisites: MGMT 3110 (Organization and Management) and 3510 (Business Communication).

Required Texts:
Suggested Readings:

Course Objectives:
Upon completion of this course, students are expected to be able to:
1. Address concerns about ethics and corporate social responsibility (CSR) and sustainability while operating in the global context.
2. Understand the role of culture and its impact on management styles.
3. Demonstrate an ability to develop multicultural awareness and cultural sensitivity.
4. Develop the skills necessary to design and implement effective global strategies.
5. Know the growing competitive influences of locations and technologies.
7. Understand the global challenges that managers face.
8. Develop solutions to managerial issues.

Course Topics:
Global environments
Cultural context of global management
Formulating/implementing global strategy
Motivating and leading
Decision making & negotiation

Managing change & innovation
Global human resource management
Developing a global management cadre
Communication across cultures
Organization structures & control systems

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA degree program.

• BBA Program Outcomes (opens in new window)

Course Methodology and Website Information
This is a hybrid course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. We will also have some class meeting times.

Course Materials: Students can access all course materials at eCourseware (opens in new window) or https://elearn.memphis.edu/.

For technical difficulties with eCourseware, first use the UMhelpdesk by filling out a form at http://umhelpdesk.memphis.edu (opens in new window) or calling 901.678.8888.
FCBE Academic Internship Credit

In FCBE, all majors offer an academic internship course option as a substitution for a required elective in a student’s major. To apply for academic credit, students must obtain an internship highly related to their major, register prior to the start of their internship and have their internship approved by departmental internship faculty. To review the requirements for applying for academic credit, visit [http://www.memphis.edu/professional/internships/academic_credit.php](http://www.memphis.edu/professional/internships/academic_credit.php). Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.

Grading and Evaluation Criteria:

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

1. Individual Activities

1) Quizzes (300 Points – 6 quizzes @ 50 Points each)
The purpose of the quizzes is to assess your comprehension of the key course concepts as covered in the textbook. There will be six (6) open-book quizzes (either in-class or online), covering chapters in the textbook and other course materials.

2) Class Discussions Board (150 Points – 5 discussions @ 30 Points each)
Discussion questions will be posed every week during the semester. There will be five (5) discussions with questions about the course contents including new articles and video clips. The discussion period is for one week, starting on a Monday morning.

(1) Upload discussion question (Due: Midnight Wednes) (10 Points)
You should ponder the question as you read the material and post your question by midnight Wednesday. If your post is later than the Wednesday, you will receive only get half credit.

(2) Respond to two (2) discussion questions (Due: Midnight Sunday) (20 Points – 2 answers @ 10 Points each)
You should answer after you have given the material some thought. Answers “off the top of your head” with no connection to the chapter material will NOT receive credit in terms of point, and will NOT accomplish the goal of your learning the material. The answers should be “on point” to the question and responses must be more than “Wow, I agree with you” Why do you agree, for example? Or why not?

Group Activities

1. Case Study Presentation (150 Points)
The class will be divided into groups of equal size (4-5 in general, but this may change depending on class size). You will be either assigned to your group or choose your group members on the next class day. Your group will be responsible for a presentation for your choice of case study (list will be provided in class).
A case should be a comprehensive analysis of the facts of the case and application of concepts learned in the lecture and textbook using the questions in the case. Your group case analysis grade will be based on the quality of the group’s work. Part of your grade will be based on your assessment of the relative contribution of each group member (i.e., peer evaluation).

Members of a group may fire a member if the member is uncooperative. At the same time, a member may separate from the group and do all the assignment alone if one chooses so.

The presentation should be approximately 15 minutes in length with approximately a 5 – 10 minutes discussion period.

2. Research Project (300 Points) – Oral Presentation (150 points), Written report (150 points)
Specific guidelines for group project for country analysis will be posted in contents section of eCourseware.

Attendance / Class Participation (100 Points)
We will decide in the first class how often you want to meet. After that, attendance is expected.

Notes:
1. Weeks are from Monday at 12:00 AM to Sunday at 11:59 PM. Therefore an assignment can be submitted anytime during that period.

2. The course schedule is tentative and is subjective to revision as necessary.

3. Please contact me (via email: tkang1@memphis.edu) if you have any difficulties or questions. I would also appreciate feedback as to how I could improve the course if you have ideas.

4. All changes will be announced on the course homepage newsfeed, discussion posting, class information and question, or by email.

Grading Policy
Evaluation will be based on the following components:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td></td>
</tr>
<tr>
<td>Quizzes</td>
<td>300 (30%)</td>
</tr>
<tr>
<td>Class Discussion Boards</td>
<td>150 (15%)</td>
</tr>
<tr>
<td>Group</td>
<td></td>
</tr>
<tr>
<td>Case Presentation</td>
<td>150 (15%)</td>
</tr>
<tr>
<td>Research Project - Oral Presentation</td>
<td>150 (15%)</td>
</tr>
<tr>
<td>Research Project - Written Report</td>
<td>150 (15%)</td>
</tr>
<tr>
<td>Attendance &amp; Class Participation</td>
<td>100 (10%)</td>
</tr>
<tr>
<td>Total</td>
<td>1000 (100%)</td>
</tr>
</tbody>
</table>
Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>940 – 1000</td>
<td>A</td>
</tr>
<tr>
<td>900 - 939</td>
<td>A-</td>
</tr>
<tr>
<td>870 - 899</td>
<td>B+</td>
</tr>
<tr>
<td>840 - 869</td>
<td>B</td>
</tr>
<tr>
<td>800 - 839</td>
<td>B-</td>
</tr>
<tr>
<td>700 – 799</td>
<td>C</td>
</tr>
<tr>
<td>600 – 699</td>
<td>D</td>
</tr>
<tr>
<td>Below 600</td>
<td>F</td>
</tr>
</tbody>
</table>

Final Exam

The final exam for this class will be scheduled according to the Registrar’s academic calendar website (opens in new window).

Course Policies

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

E-mail:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account and it is your responsibility to check your University email regularly during the semester. Receiving email in a timely fashion (e.g., regularly checking your email, having sufficient space in your mailbox, etc.) is the student’s responsibility. I do not use eCourseware email. You must email me at tkang1@memphis.edu.

Attendance:

Class attendance is mandatory. No absences are excused from your attendance grade unless it is an unavoidable situation and documentation must be provided. I seldom give post hoc excuses, so you should arrange for an absence ahead of time.
**Participation:**

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected to participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course homepage), and actively participate in threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.

**Classroom or Online Behavior:**

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 (opens in new window)](opens in new window).

**Late Assignments:**

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus and related “Course Activity Summary / Schedule” for all due dates for formally assessed work. If you DO NOT turn in your work on time, you get many points deducted per day late (depending upon the circumstances and appropriate communication between the student and the instructor).

**Extra Credit:**

There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

**Inclement Weather:**

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as [TigerText (opens in new window)](opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on [TigerText (opens in new window)](opens in new window).

**Academic Integrity:**

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should
your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

Student Services

Please access the FCBE Student Services (opens in new window) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).
## Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapters and Topics</th>
<th>Assignment Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. October 18</strong>&lt;br&gt;(Oct 17 – Oct 21)</td>
<td>Chapter 1: Assessing the environment</td>
<td></td>
</tr>
</tbody>
</table>
| **2. October 25**<br>(Oct 22 – Oct 28) | Chapter 3: Understanding the role of culture | □ Quiz #1: Chapters 1 and 3  
□ Class discussions board #1: Chapters 1 and 3  |
| **3. November 1**<br>(Oct 29 – Nov 4) | Chapters 4 and 5: Communicating across culture & Cross-cultural negotiation and decision making | □ Quiz #2: Chapters 4 and 5  
□ Class discussions board #2: Chapters 4 and 5  |
| **4. November 8**<br>(Nov 5 – Nov 11) | Chapter 6: Formulating strategy | □ Quiz #3: Chapter 6  
□ Class discussions board 3: Chapter 6  |
| **5. November 15**<br>(Nov 12 – Nov 18) | Chapter 7: Implementing strategy | □ Quiz #4: Chapter 7  
□ Class discussions board #4: Chapter 7  
□ **Case Presentations**  |
| **6. November 22**<br>(Nov 19 – Nov 25) | Chapter 8: Organizational structure and control systems | Happy Thanksgiving  |
| **7. November 29**<br>(Nov 26 – Dec 2) | Chapter 9: Staffing, training, and compensation for global operations | □ Quiz #5: Chapters 8 and 9  
□ Class discussions board #5: Chapters 8 and 9  
□ **Research Presentations**  |
| **9. December 6**<br>(Dec 3 – Dec 5) | Chapters 10 and 11: Developing a global management cadre & Motivating and leading | □ Quiz 6: Chapters 10 and 11 |