MGMT 4810-M50 – International Management
First Spring Term 2019—January 14 – March 1
3 Credit Hours

Instructor: Dr. Laura Alderson
Phone/Text: +1.901.730.6637
E-mail: laura.alderson@memphis.edu
Office: 238 FCBE
Office Hours: MW 10:15 – 11:45 a.m. or by appointment
SkypeID: laura_alderson

Course Overview
Course Description: “Introduction of management practices, concepts, and functions within the international and cultural environment; coverage of managing with the context of social, cultural, legal, economic, political, and technological constraints; topics covered include ethics and social responsibility, sustainability, cross-cultural decision making and negotiation, strategy, systems of operation, staffing global operations, organizational structures, and performance. Prerequisite: MGMT 3110, 3510.”

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 global contexts;
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 critical thinking skills necessary to design and implement effective global strategies;
5. understand the growing competitive influences of locations and technology;
6. understand the global challenges that managers face;
7. develop solutions to managerial issues; and
8. gain enhanced skills important in any career, including written communication, oral communication, teamwork, and critical thinking.

Required Texts (and Related Materials)
**Recommended Reading**


**Location of Course Materials**

eCourseware: All course content files and tests can be found in eCourseware by logging into this course at [http://elearn.memphis.edu](http://elearn.memphis.edu)

**Course Topics**

- Environmental Factors
- Sustainability
- Managing in a Global Environment
- Ethics and Social Responsibility
- Role of Cultures
- Global Staffing, Training, Compensation
- Motivating and Leading
- Communication Across Cultures
- Formulating and Implementing Strategy
- Management Development
- Cross-Cultural Negotiation

**Fogelman College: Learning Outcomes for Your Degree**

The Fogelman College of Business and Economics 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.

[BBA Program Outcomes (opens in new window)](http://elearn.memphis.edu)

**Course Methodology**

**Online Courses:** This is an online course and much of the learning will be self-managed and self-paced. Everything will be done fully online and asynchronously. Students will be expected to login to eCourseware at least three times a week for course news updates, possible participation in discussion board assignments, team activities, tests, or other required activities assigned by the Instructor.

**Professor’s Expectations**

Students should assist the instructor in creating a positive, supportive environment for learning by being engaged in the course and actively participating in all required course activities. Student responsibilities include:

- Logging into eCourseware at least three times a week for participation activities and obtaining weekly course NEWS updates;
• Keeping up with deadlines through the course schedule in eCourseware under *Getting Started* module and in course calendar system;
• Carefully reading the syllabus, assignments, and course content before asking the instructor for clarification;
• Promptly communicating with instructor for clarification on any course or personal matters;
• Utilizing University-provided email account for communication in this course rather than eCourseware email;
• Carefully proofreading all assignments, ensuring proper grammar, sentence structure, and accurate punctuation. If necessary, students should utilize free tutoring and writing help available through the University’s Writing Center in McWherter Library and completed well in advance of assignment due dates;
• **Treating all members of the course professionally and with kindness and respect;**
• **Adhering to the University’s Code of Student Rights and Responsibilities** found in Student Conduct Handbook (opens in new window) and the Fogelman College of Business & Economics Standards for Academic Integrity [http://www.memphis.edu/fcbe/students/integrity.php](http://www.memphis.edu/fcbe/students/integrity.php)
  Cheating/Unethical acts/plagiarism/dishonest behavior of any form will NOT be tolerated by the Instructor.

**Student’s Expectations**

In my role as your instructor, students can expect a well-organized and engaging learning experience, response to emails and text messages within one business day unless otherwise notified, and timely and thorough feedback on all work. Additionally, it is my nature to treat all members of the course equally and with respect.

**Email Guidelines**

• Always include a subject line with specific concise topic and “MGMT 4810”
• Remember without facial expressions some comments may be taken the wrong way thus, be careful of your words and tone
• Use standard fonts
• Do not send large attachments without permission
• Special formatting such as centering, audio messages, tables, html, etc. should be avoided
• Use proper and correct grammar, spelling, and sentence format
• Provide your full name in the close of the message!
• Students must use their UM email account

**Discussion Group Guidelines**

• Review the discussion threads thoroughly before entering the discussion
• Try to maintain threads by using the “Reply” button rather than starting a new topic
• Be respectful of others by not making insulting or inflammatory statements
• Be cooperative with group leaders in completing assigned tasks
• Be positive, thoughtful, original, and constructive in-group discussions
• Respond to discussion assignments in a timely manner
Technology and Software Requirements

- Please use Chrome or Firefox browser for best experience for eCourseware and MindTap. Internet Explorer must NOT be used at all.
- The minimum hardware requirements for eCourseware compatibility can be found at UM Technical Requirements for online courses (Opens in new window)
- Students MUST have access to high speed Internet that is readily available.
- The software requirements are Microsoft Office Word, Adobe Acrobat Reader, and Microsoft PowerPoint. No other word processing software will be accepted. If you do not have MS Word, then you can use free software from Microsoft’s OneDrive, the University, or save your documents as a rich text file (rtf).
- Students are strongly encouraged to backup their electronic files using on a USB Flash Drive and a cloud storage website system, such as UMDrive, Dropbox, or Google Drive.

Technical Support

For technical difficulties with eCourseware, first use the UMhelpdesk by filling out a form at: UM Helpdesk (Opens in new window) or calling 901.678.8888.

Grading and Evaluation Criteria

The final grade is determined by the number of points earned on 1) all required assignments, 2) quizzes, and 3) tests. The total points earned will be divided by the total points possible for a final percentage. Grades will be posted in eCourseware and a final grade posted in MyMemphis portal. NOTE: There is no guarantee that the Instructor will round-up total points at the end of the semester. For example, if a student has an 89.99 average, then the course grade will be a “B.”

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>90 – 100% of Points</td>
<td>A</td>
</tr>
<tr>
<td>80 – 89.9% of Points</td>
<td>B</td>
</tr>
<tr>
<td>70 – 79.9% of Points</td>
<td>C</td>
</tr>
<tr>
<td>60 – 69.9% of Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 60 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

List and Schedule of Formal Assessed Activities

Course assignments, activities, tests, and due dates are listed in the course schedule location of the “Getting Started” module within eCourseware. Additionally, due dates will be listed on the left-hand side within eCourseware under “Semester Calendar.”
Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests (2 @ 25pts each), 14%</td>
<td>50</td>
</tr>
<tr>
<td>Optional Final to replace lowest Test</td>
<td>(25)</td>
</tr>
<tr>
<td><strong>Assignments: 86%</strong></td>
<td></td>
</tr>
<tr>
<td>Introduction Post</td>
<td>10</td>
</tr>
<tr>
<td>Homework Quiz Assignments (5 @20)</td>
<td>100</td>
</tr>
<tr>
<td>Case Analysis</td>
<td>60</td>
</tr>
<tr>
<td>Cultural Project/ Research Paper</td>
<td>100</td>
</tr>
<tr>
<td>Self-Assessment Reflection</td>
<td>35</td>
</tr>
<tr>
<td>Course Reflection</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total, 100%</strong></td>
<td><strong>360</strong></td>
</tr>
</tbody>
</table>

Research Assignments

Students will be required to research a country and a culture in which to conduct business within. The research project will result in an APA formatted research paper. Details/instructions for all of the assignments are located within eCourseware's course content under the Assignments module.

APA Citations: Students are required to incorporate proper APA citation protocol for all research project assignments. Note that failure to properly cite sources is a plagiarism violation and will result in a “0” without allowance to redo or edit the assignments.

Tests

Tests include two (2) eCourseware multiple-choice, True/False, and Fill-in-blank type questions; 25 points each and timed for 40 minutes. Tests will cover textbook, slides, and other material posted in eCourseware. Test 1 (Chapters 1-5); Test 2 (Chapters 6-11). The final comprehensive exam is optional and will replace a lower test grade if it is higher. Tests and final exams are located under Quizzes in eCourseware. Due dates are located in the Getting Started module in eCourseware within the Course Schedule file. **Please note that Tests and final exam are not open book,** and use of any materials including instructor solution manuals, textbook test banks, instructor’s guides, textbooks, or Internet searches and answer-key websites (e.g., Quizlet) is a violation of the UM Academic Integrity Policy. Please plan accordingly.

Final Exam Schedule

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

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. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Attendance

Students should login to the eCourseware system at least three times a week and MUST be frequently and actively involved with this 7-week course in order to succeed. Assignments, discussion postings, quizzes, projects, and possible team activities are a part of the normal course week so, students MUST spend time in eCourseware participating in these activities. See UM Code of Student Rights and Responsibilities (Opens in new window)

Course Absence

NO PROVISION IS MADE FOR MAKING UP ASSIGNMENTS OR QUIZZES except for University-approved reasons (University-sponsored trips, athletic events, or conferences) or for exceptional reasons approved by the Instructor. Those students who have extracurricular arrangements that will conflict with the course MUST make arrangements with the Instructor in advance before due dates of assignments and quizzes. Additionally, personal or work commitment conflicts are not excused absences. Official documentation is required as proof. Please contact your Instructor immediately should you have unexpected situations arise. Attendance reporting will be submitted to the University after the first two weeks of class.

Adding / Dropping

If you have questions about adding or dropping classes, please refer to this page on the http://www.memphis.edu/registrar/students/selfserv/lookup-search.php

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).

Turnitin Statement

“Your written work [will be] submitted to [the Turnitin system in eCourseware], or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you WILL be required to submit your research work electronically and be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the Instructor may be penalized or may not be accepted at all.” (University of Memphis, Office of Legal Counsel, October 17, 2005)
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).

Late Assignments

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus, the course schedule (for due dates), and Assignments module for all formally assessed work details and instructions. Only one late assignment is allowed in this course without penalty, NOT including Tests, the Homework quizzes, or MindTap activities. Any addition late assignment will receive a 25% deduction penalty per day, with the fourth day receiving a “0.”

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.

Reporting Illness or Absence

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and tests. Technical difficulties due to Internet interruptions, computer or software issues, or other technical situations will not be acceptable, unless it is a campus-wide issue and only then, will instructor make exceptions. If students are having computer or software issues, please check with the UM Help Desk for advice and help. Please plan ahead of time and due dates. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:
(1) Extreme emergency (2) Instructor contacted prior to the due date, and (3) appropriate documentation is provided.

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 Live Safe App (download here: http://www.memphis.edu/police/pdf/uofm-livesafe-overview-letter.pdf ) 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.

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.

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.

**Student Services**

Please access the [FCBE Student Services (opens in new window)](http://www.memphis.edu/professional/internships/academic_credit.php) page for information about:

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

**Resources, Education and Writing Assistance**

**APA format websites**

- APA (opens in new window)
- Purdue University Style Help (opens in new window)
- Docstyles (opens in new window)

**Career Services**

- UM Career Services (opens in new window)

**Educational Support Program (ESP)**

- provides academic counseling, contact information is [ESP (opens in new window)](http://www.memphis.edu/professional/internships/academic_credit.php)

**Professional Development Center Programs**

- FCBE Professional Development Center (opens in new window)

**The Business Learning Center**

- Room 256, FCBE, provides tutoring in accounting, statistics, finance, management, and marketing.

**Writing assistance**

- Available in Patterson, Room 225 only. Contact number is 901.678.3912.

**The Center for Writing and Communication (CWC):**

- [CWC (opens in new window)](http://www.memphis.edu/professional/internships/academic_credit.php), First Floor Ned R. McWherter Library

**Tutoring**

- General Tutoring (opens in new window)
- Writing and Online Tutoring (opens in new window)

**University of Memphis plagiarism policy and helpful tutorials**

- UM Policy on Plagiarism (opens in new window)
- [FCBE Detail on Plagiarism (opens in new window)](http://www.memphis.edu/professional/internships/academic_credit.php)

**Study efficiencies/time management**

- Mitchell Hall, Room 207