International Management MGMT 4810-001

Fall 2020
3 Credit Hours
Meets MW 2:20 am – 3:10 pm Room 118/Zoom

Last Update: 8/9/20

Instructor: Ela Emami, Instructor
Email address: elaemami@memphis.edu
Office: by appointment
Phone/text: 901-240-4762
Available Hours: by appointment

Course Overview
Comprehensive survey of basic management concepts, principles, and function; coverage in planning, organizing, leading, and controlling organizational resources to achieve objectives; overview of decision-making within the context of organizational global environment, strategy, organizational structures, culture, human capital, ethics and corporate social responsibility, and performance.

Required Textbook
• eBook - 9780134379722
• Print text - 9780134376042

Feel free to secure the book however you like just make sure it is the 9th edition.

Recommended Reading
1. Journal of International Business Studies
2. Journal of World Business
3. Asian Wall Street Journal
4. Far Economic Review
5. Canadian Journal of Administrative Sciences
6. Financial Times
7. Business week, Fortune and the Wall Street Journal
Location of Course Materials

eCourseware: All course content files and tests can be found in eCourseware by logging into this course at eCourseware.

Course Information

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.

Secondary Course Objectives:

Upon completion of this course, students are expected to be able to:

- Address concerns about ethics and corporate social responsibility (CSR) and sustainability while operating in global contexts;
- understand the role of culture and its impact on management styles;
- demonstrate an ability to develop multicultural awareness and cultural sensitivity;
- develop critical thinking skills necessary to design and implement effective global strategies;
- understand the growing competitive influences of locations and technology;
- understand the global challenges that managers face;
- develop solutions to managerial issues; and gain enhanced skills important in any career, including written communication, oral communication, teamwork, and critical thinking.

Course Topics

American business is international business; one third of the U.S, corporate profits are generated abroad. Yet billions of potential business dollars are lost every year because we ignore the expectations of people in foreign cultures, and the way that they do business. What is the secret to success in international business? This course will address this challenge by expanding our knowledge about employees, management, and organizational behavior to encompass the entire world. This course will provide a framework for understanding cross cultural differences and using such knowledge in developing country specific management practices and policies. Moreover, it will provide a guide for dealing with strategic issues associated with cross national environments, organizational design, and adaptation, as well as those concerns of social responsibility and ethical behavior.

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.
Course Methodology

This is an online course and much of the learning will be self-managed and self-paced. Everything in the first months will be done fully online and mostly asynchronously. Mastery of assigned material will be determined primarily by student’s timely performance on required assignments including; discussion board responses, online audio presentation, research assignments, case studies, and online chapter tests.

Professor’s Expectations:
In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating discussions.

- 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 Student Integrity
- 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, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Technology and Software Requirements:

Please use Chrome or FireFox browsers for best experience for eCourseware and MindTap. Note: Internet Explorer must NOT be used at all.

- The minimum hardware requirements for eCourseware compatibility can be found at University Of Memphis Tech Support
- 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 don’t
• have MS Word, then you can save your documents as a rich text file (rtf).
• Students are strongly encouraged to back up their electronic files using an 8MB or larger USB Flash Drive and a cloud storage website system, such Dropbox, or Google Drive.

Technical Support eCourseware: For technical difficulties with eCourseware, first use the UMhelpdesk by filling out a form at: University of Memphis Help Desk or calling 901.678.8888.

Technical Support for MindTap: Use MindTap Technical Support URL Link in eCourseware MindTap Module.

Guidelines For Communication
Instructor Contact: Please elaemami@memphis.edu email as the primary means for contacting the Instructor. If you wish to speak to the Instructor, please first email to set up a meeting either by phone, or face-to-face.

The Instructor will make every attempt to respond to email inquiries within 24 hours during the work week. Students will be notified when the Instructor is not available to meet the stated response time through class meeting, email, and in eCourseware news postings.

Email Guidelines:
• Always include a subject line with specific concise topic and “4810-001”
• 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

Course Grades
The final grade is determined by the number of points earned on 1) all required assignments 2) Semester project and, 3) Presentation. Details for each assignment will be in ecourseware. All points will be added together and 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+.”

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<tr>
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<td>D+</td>
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1. Deliverables include:
   - Weekly assignments worth 10 or 20 points
   - Discussion boards
   - Small case study
   - Quiz on weekly material
2. Semester Group Project:
   - Research papers 3 sections (Group work)
   - Final Report (Group Work)
   - Final Presentation (Individual Work)
   - Peer Review (Individual Work)
3. 2 Journal reviews
4. Participation in Zoom/in class discussion

Discussion Groups 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.

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. Given that we do not have tests and due dates are available from the start of class ONLY one late assignment is allowed in this course with a 5% penalty, NOT including Final paper and the presentation. Any addition (second or more) late assignments will receive a 25% deduction penalty per day, with the fourth day receiving a “0.” There will be NO allowance of late assignments after late assignment date deadline. Please plan accordingly.

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. 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 and (2) Instructor contacted prior to the due date.
Participation

Students should login to the eCourseware system at least every other day. Attendance and participation in weekly course activities is necessary for course success! Assignments, discussion postings, quizzes, projects, possible team activities are a part of the normal course week therefore, students MUST spend time in eCourseware participating in these activities.

** During stay at home I will be hosting one class per week on Zoom. Attendance is mandatory. We have so little face time I feel it’s necessary.

Course Absence

No Provision is made for making up assignments or tests 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. Official documentation is required as proof. Note that the course is set up to allow for early submissions of assignments and completing tests within an open timeline window. Additionally, personal or work commitment conflicts are not excused absences. Please contact your Instructor immediately should you have unexpected situations arise.

Exam-day Conduct: You are on your honor! All exams are to be taken by you, the student, and without any assistance from any other person. Please refer to the University policy on student conduct in regard to cheating. The instructor will adhere to the disciplinary policy regarding student misconduct. See U of M Code of Student Rights and Responsibilities [University of Memphis Judicial Affairs PDF].

Course & University 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.

Student Responsibility (Attendance & Participation): Attendance is expected and will be recorded. Respect for the Instructor and class members is required thus, class disruption either by arriving late or leaving early will NOT be tolerated. Excessively disruptive students will be expelled from the class. See UM Code of Student Rights and Responsibilities [University of Memphis Judicial Affairs]

Attendance Policy (applies when in class)

Campus classes: attendance is expected and will be recorded. Respect for the Instructor and class members is required thus, class disruption either by arriving late or leaving early will NOT be tolerated. Excessively disruptive students will be expelled from the class. See [UM Code of Student Rights and Responsibilities (Opens in new window)]

Class Attendance Policy:

- Up to 3 absences are allowed without penalty.
- 4th absence will result in a deduction of points from Participation/Engagement.
- Subsequent absences will result in reduction of a letter grade off your final grade per day. (ex. 5 absences will mean if you have earned an A you will be reduced to an A-. If you have an A- you will get a B+)
- Arriving more than 15 minutes late is considered an absence.
Adding / Dropping

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website.

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. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Website on Academic Integrity.

Academic Dishonesty/ Honor Code: Students are expected to recognize and uphold standards of intellectual and academic integrity as set forth in the University of Memphis Code of Student Rights and Responsibilities. See: University of Memphis Judicial Affairs. Academic dishonesty of any sort will not be tolerated. Your Instructor will adhere to the University policies related to academic dishonesty. Dishonest acts related to academic work, include but are not limited to; using another student’s work as your own, plagiarizing, obtaining aid on quizzes, taking quizzes for others, having another person take your quizzes, having unauthorized knowledge of quiz content, doing work for another student, falsification, and multiple submissions. If plagiarism occurs, the student, at minimum, may be subject to failure of the assignment and/or course. Further action could be taken, up to and including expulsion from the University. Plagiarism is the “intentional use of someone else’s exact words without quotation marks and appropriate credit or the use of someone else’s unique ideas without acknowledgment,” (Alred, G. et al. (2011). Handbook of Technical Writing. New York, NY: St. Martin’s Press.) See How to avoid plagiarism: Online Integrity

Turnitin Statement: “Your written work may be submitted to Turnitin.com, 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)

Ghost writing: It should go without saying that having someone else write some or all of a paper or do a project for which you are individually responsible constitutes academic dishonesty. Whether the author is a friend, a paid writer, or a person who offers such services on a web site, the result is an intention to present someone else’s work as your own and will be treated as an academic dishonesty infraction.

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).
Laptops, electronic tablets, smartphones, and other Internet-ready electronic devices: The class will regularly participate in team activities and thus, students will benefit from the use of Internet-ready, electronic devices and are encouraged to utilize the devices in the course. **HOWEVER, social media is not included in appropriate use.**

Respectful Class Conduct for Campus Classes: When in-class research activities are not being conducted, students are to maintain proper respect for the Instructor and class members by refraining from surfing the Web, texting, listening to video or music, or participating in other disruptive and non-related class activities on the Internet. Additionally, electronic phone devices should be put in the “silent” mode during class time. Leaving the classroom to accept phone calls is also unacceptable. Moreover, any student found playing games, listening to music, or surfing the Web on the electronic devices will be asked to stop and will be asked to leave the classroom, if the conduct continues. See UM policy: University of Memphis Judicial Affairs.

Student Assistance: Students who have difficulties in the course are encouraged to contact the Instructor early in the semester for discussion. Additionally, the College has an Educational Support Program (ESP) that provides academic counseling. The services are free to students and can help students who sincerely want to learn and improve their grades. For more information on ESP refer to University of Memphis ESP. The Business Learning Center (located in our classroom building, room 256) also provides tutoring in accounting, statistics, finance, management, and marketing. The phone number is 901.678.3912. Hours are 8:00 a.m. -7:00 p.m., Monday through Thursday. Writing assistance is also available in Patterson, Room 225 only. Contact number is 901.678.3912. Tutoring: General tutoring (University of Memphis Tutoring); Writing (University of Memphis Online Tutoring); Study efficiencies/time management-Mitchell Hall, Room 207.

ADA Statement: The University of Memphis and the Fogelman College of Business and Economics is committed to providing equal opportunity and challenge to all academically qualified students with disabilities and is compliant with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. To receive disability related accommodations and services, students must first register with the Disability Resources for Students (DRS) Office and provide current and appropriate documentation which identifies the specific nature and extent of a qualifying disability. The DRS website is University of Memphis drs. The phone number is 901.678.2880 and location is at 110 Wilder Tower.

Minor Children: In order to protect minor children (under the age of 18), The University of Memphis has a policy (see University of Memphis Policy UM 1645) that states that no minor child will be allowed on campus in the workplace, in the classroom, or on campus in unsupervised circumstances.

Inclement Weather & Emergencies

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: LiveSafe Police) for emergency alerts 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.

**LiveSafe for iOS: A Step-by-Step Guide**
**LiveSafe for Android: A Step-by-Step Guide**

Crisis Management
The U of M Office of Crisis Management (new browser), 678-3692, email: be_prepared@memphis.edu, has established a comprehensive emergency and disaster preparedness program to protect its people, resources, and environment. Sign up here (new browser) to receive Tiger Text emergency alert messages.

**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 Internship Credit

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) 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**

1. APA
2. Purdue University Style Help
3. Docstyles

**Career Services**

UM Career Services

**Educational Support Program (ESP)**

Provides academic counseling, contact information is ESP

Professional Development Center Programs FCBE

Professional Development Center

**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, First Floor Ned R. McWherter Library

Tutoring

1. General Tutoring
2. Writing and Online Tutoring

Study efficiencies/time management
Mitchell Hall, Room 207