



Dillard College of Business Administration

Syllabus: International Management

MGMT 3353, Section 101, Room 178

Fall Semester 2020

Contact Information

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Course Materials

Schneider and Barsoux, Managing Across Cultures, 2nd Edition. ISBN-10: 027364663X • ISBN 13: 9780273646631

Additional readings are posted to D2L

As the semester unfolds, zoom links to students who have been approved to view them, zoom recordings of class lectures and/or youtube videos of class lectures will be made available on D2L and/or email.

Course Description

International business has become a reality of today's business world. The world is becoming flat(ter)! Companies across the world are becoming more interconnected. Crumbling of trade barriers, proliferation of technology, and opening up of emerging economies have facilitated doing business across national borders. This course serves as an introduction to the basics of international management.

Through a combination of lectures and class participation, we will explore the domain of International Management through three main sections: (1) The meaning of culture, (2) Culture and Management Practice, and (3) Managing Cultural Differences. We will seek to learn the tools and vocabulary necessary for a critical and effective management analysis, thinking, and communication across national borders.

Course Prerequisite(s)

Enrolled in the undergraduate business management program.

Learning Goals

Students will have an understanding of the influence of global and multicultural issues on business activities.

This is the main goal of this class. **Instruction** will occur through discussion of each chapter which have to do with international aspects of management. There will be some **application** of this skill

area in exercises and cases. Each of these items will be **assessed** as part of the total class point schedule.

Competency in Speaking Within Common Business Scenarios

Students will **practice** their oral presentation skills in individual presentations that they will present to the class.

Assessment

The student's ability to present their perspective will be evaluated and included in the point profile for the course. Students will be expected to actively participate in discussions and answer questions, as well as ask their own during these presentations.

Competency in writing about common business scenarios

Students will answer questions comprised of analyses about each chapter. Hence, practice of written skills occurs through these assignments.

Problem Solving and Decision-Making Abilities Through Critical Analysis, Evaluation, and Interpretation of Business Information

These critical skill areas are **practiced** through case applications in diagnostic and analytical skills and in cases given to students. They are **assessed** through the point values given oral discussion/class participation.

Students will be able to utilize available technology for common business applications

Students will **practice** this skill area by using word processing, data collection, and the internet. **Assessment** is reflected in the evaluation of the report.

Course Policies

Attendance Policy: Students are expected to attend all class meetings for this course, following the university attendance policy. (See **Midwestern State University Undergraduate Catalog**, Volume LXXVIII, Number 1, page 78). Attendance will be recorded. Unjustified absences will be noted. **More than 5 absences that do not have supporting documentation to make it qualify for a university approved absences, will result in an automatic F.** See attendance and class participation section below.

Attendance Policy

Students are expected to attend all class meetings for this course, following the university attendance policy. See Midwestern State University Undergraduate Catalog 2014-2016. This catalog is a hybrid of in person and electronic. Attendance is deemed essential for this class. Notwithstanding anything herein contained to the contrary, any student who has 5 or more absences without proper reason (including supporting documentation) will receive a final grade of F. Roll is taken during the first three (3) minutes of class. If you have been counted absent and you notify the instructor at the end of class that you came to class late, your absence will be changed to late. Additionally, in order to not disturb the class, each student is expected to stay seated throughout the entire class period except in case of an emergency. So as not to disturb the class, one should not walk in and out of the classroom during the class session except for an emergency. Cell phone activity, talking, texting is prohibited. Distracting conversation between students sitting in proximity with each other is prohibited. Missed classes can be made up through e mail contact with the professor or with other students.

If there are university excused reasons because of which you will not be able to attend class or complete assignments on time, I expect that you will discuss the same with me in **advance** and not after the due date/missed class. Email is the best way to reach me. I check email on phone and so am very accessible through email.

My Expectation

I prefer to treat my students as responsible adults who have made an active choice to be where they are. Since the choice is yours, I expect that you will not only be attentive in person in class, but also to the course material posted and use the available resources including group discussion, individual project, video clips and lecture-discussions to your advantage to get the most out of this class. I expect that you will attend class **after** having read the assigned textbook chapter.

My personal philosophy revolves around fairness so please know that I will put only as much effort into the development of a student and a class as I get from them. Examination Policy: Only students with authorized absences (see University Class Attendance Policy) may make up missed examinations. Students must make up a missed exam before they are allowed to return to class. As a professional courtesy, please notify me prior to the exam of the absence if possible.

Course Format

International Management, as other management courses, is best learned through active (not passive) experience and informed debate. My goal is to create an environment that stimulates your thinking and prepare you to use the principles of international management in the business. I have designed this course to promote the objectives described above. The structure of this course will challenge you to think beyond the obvious and constantly apply the concepts, frameworks and tool kits we learn in class to real-life situations.

Grading and Evaluation:

Many different tools are used to test your degree of success at achieving the different learning goals. Here is the breakdown of points in this class.

Activity/Assignment	Points	Distribution
In class and/or Discussion board participation	100	Individual
10 Individual Online Quizzes (10 points each)	100	Individual
Exams (3 online exams @ 33 points each, one bonus point added)	100	Individual
International Management Country Presentation (online)	100	Individual
Total	400	

Grades will be determined on the basis of the total points earned. Letter grades will be given according to the following scale:

A = 360-400 points

B = 320-359 points

C = 280-319 points

D = 240-279 points

F = less than 239 points

Late Assignment

Consulting project related assignments are due on the due date mentioned in the syllabus. During each day the assignment is late, its value drops by 25 percent. Should you have any pressing reason for not completing these on time, you should inform me early on. Informing me the day before the due date is not acceptable.

Grading Details

Class participation is graded in the following 2 components: 1) Class participation/discussion per chapter (total 70 points) and 2) Oral presentation questions (total 30 points).

Class discussion per chapter (total 70 points): There are 10 Chapters that you can participate in. I will grade participation for a maximum of 7 points per chapter. Contributions that can earn you points consist of meaningful answers to the questions posted or asked in class. If you are attending in person or via zoom live stream, you are expected to raise your hands, wait to be called on and ask a question or answer a question in class. If for some reason, you have a university approved reason to not be able to do either in person or zoom live stream class participation, I may use a discussion forum on D2L to ask questions to give you a chance to earn that day's participation points. If we end up using discussion forum on D2L, then each chapter will have its own discussion forum that will begin the day we start the chapter and end the day the Exam is due for that chapter and you are expected to use the discussion forum to answer a question that I will post about that chapter on the discussion forum. You are required to give only one contribution per discussion forum and/or in person in class. When answering, use the KISS principle: Keep it short and sweet. I expect no more than one paragraph (4-5 lines, Max. 200 words) if written and under one minute if answer is spoken in class. Points given will depend on:

- a. **Thoughtfulness/quality of your answer or the question you posed in class (if attending live).** This is the **#1 criteria** to earn a good participation grade.
 - b. **(This is only if you are answering a D2L discussion post):** When you answered (i.e. the later you answer/participate in that discussion forum, the higher the bar I will use to grade your answer (i.e. tougher it is to score a full 7). Hence there is an incentive to answer the question as soon as the forum opens up/first couple of days rather than waiting for the last few days.)
- 2) Since we will be totally online after Thanksgiving, I am making the presentation format online (i.e. students will send me their presentations' youtube link in advance). Oral Presentation questions are out of a total 30 points. Upon watching each of the other student presentations, you are required to ask at least one question of each team (i.e. one question per country presented). Depending on the quality of your question, you can earn 3 points per presentation or a total of 27 points since we will have 10 presentations (one will be your own). I will add 3 bonus points to this score to make it worth a total of 30.

These two components combined will give you a final participation grade out of 100.

Individual Online Quizzes

A multiple-choice question format quiz will be given for each chapter covered. Quizzes will be available to take online from the time they are 1st posted (usually the day we finish the chapter) till the date of the next exam. Quiz format: 15 minutes, 10 questions @ 1 point per question.

Exams

There will be 3 non-cumulative online exams that will be based on 33 multiple choice questions (1 point each). One or more of these questions may be on article/cases/video clips that were discussed in class. You have 75 minutes for each exam, starting from when you first start the exam on D2L.

International Business Consulting Presenting

Working in teams of 3-4 this project is an opportunity to demonstrate your knowledge of concepts taught in class by applying them to research the challenges of management and doing business in a specific country that will be assigned to you early during the semester.

Acting like a management culture training consultant you will present to the rest of the class on the country you were assigned. You are expected to be a cultural expert on that country so make sure you start reading up and researching the country earlier rather than later. You will give the rest of the class a total of a 20-21 minute oral presentation accompanied with slides (3 seven minute Youtube videos or 4 five minute Youtube videos depending on how many people are in your team). You will essentially be training the class on the dos and don'ts when working with people from that country. (Example: that country's attitude towards punctuality, dress codes etc.).

You are expected to apply concepts learnt from Chapter 1-6 to the country you will be individually assigned in Week 1. At the very minimum the following should be included and discussed. (More instructions and sample videos from past classes will be posted on D2L):

- 1) MAIN FOCUS (Do not have one person do all of this! Divide evenly among team members): Hofstede's dimensions for that country (i.e. cover low/high context language; uncertainty avoidance; individualism/collectivism; time orientation; power distance; long term/short term orientation, masculinity/Feminity). Also other dimensions like proxemics for that country (include for example how to greet someone in this culture), Wherever possible provide examples of how each affects a management/business practice in that country.
- 2) That country's major industries
- 3) The political and infrastructural issues that might affect doing business with that country.
- 4) Where that country falls on the corruption index and thus related business practices that are or are not acceptable there.
- 5) Worst times to travel to that country for business (major holidays)
- 6) Superstitions and customs to watch out for when undertaking gift giving or socialization for business in that country. (e.g.: In India you would never gift knives, like a Swiss army knife, to a business contact because it would be considered bad luck and that it would "cut" the relationship).

Your final presentation grade will depend on how well you present, how professional you appear (wear business formal), the content of your presentation and its applicability to the course, how deep vs. superficial your analysis of the Hofstede's and other cultural dimensions were, and how well you answered questions posted your classmates (and maybe me) in the individual discussion forum for your country.

Please note: sending the presentation link late for ANY reason will result in at the very least deduction of a significant portion of that grade and at the most, a zero on the presentation. So please get it done early and send it in on or before time. Technology can be very frustrating and can pose many problems last minute. So DO NOT procrastinate. There will be no acceptable excuse for not sending your correct youtube link to me on time.

Academic Integrity

With regard to academic honesty, students are referred to the “Student Honor Creed” on page 19 of **Midwestern State University Undergraduate Catalog**, Volume LXXVIII, Number 1. Plagiarism **will not** be tolerated. Any student who plagiarizes on any written assignment will receive a 0 for the assignment and/or course and be referred to the Dean of Students for further disciplinary action. Desire2 Learn (D2L)

This is the website for the course. Students are expected to check this website for important course information, course documents, quizzes and exams and correspondence from the instructor multiple times per week.

Americans with Disabilities Act:

This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services. See Midwestern State University Undergraduate Catalog, Volume LXXVIII, Number 1, page 21.

Syllabus Change Policy:

This syllabus is a general outline of material covered, learning goals, grading procedures and student performance requirements. Material covered, dates of tests, and percent of total grade may vary as necessitated by the pace material is covered and any unforeseen class interruptions such as weather cancelations, guest lectures, or instructor illness.

Tentative Course Calendar

Date	Topic
25 Aug	Syllabus and Start Chapter 1
27 Aug	Finish Chapter 1
1 Sep	Chapter 2
3 Sep	Finish Chapter 2
8 Sep	Chapter 3
10 Sep	Finish Chapter 3
15 Sep	Buffer day for overflow of any of above chapter lectures
17 Sep	Movie Screening
22 Sep	Movie Screening and discussion
24 Sep	Exam 1 (Online. No class). Completed Online Quizzes 1-3 due.
29 Sep	Chapter 4
1 Oct	Finish Chapter 4
6 Oct	Chapter 5
8 Oct	Finish Chapter 5
13 Oct	Chapter 6
15 Oct	Finish Chapter 6
20 Oct	Exam 2 (Online. No class). Completed Online Quizzes 4-6 due
22 Oct	Chapter 7
27 Oct	Finish Chapter 7
29 Oct	Chapter 8
3 Nov	Finish Chapter 8

5 Nov	Chapter 9
10 Nov	Finish Chapter 9
12 Nov	Chapter 10
17 Nov	Finish Chapter 10
19 Nov	Student Presentation Teams 1 and 2
24 Nov	Student Presentation Teams 3 and 4
26 Nov	Thanksgiving break
1 Dec	Student Presentation Teams 5 and 6
3 Dec	Student Presentation Teams 7 and 8
8 Dec	Student Presentation Teams 9 and 10
10 Dec	Exam 3 (online). Completed Quizzes 7- 10 due.

Exams are not cumulative.