

DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS
IB/MGT 480, International Business/Management

Prerequisites: MGT 301 (Principles of Management and Organizational Behavior); admission to a business major and junior standing or higher.

Course Description: *This course is designed to provide a broad introduction to the processes, institutions, and problems associated with globalization and the challenges these present to doing business today. The course considers the objectives and strategies of international business in the context of global competition. It equips students with frameworks to formulate strategies in the global marketplace, with intensive study of the unique aspects of managing in foreign continents.*

Learning Outcomes: Upon completion of this course, students will:

- Understand the processes and consequences of globalization
Understanding the concepts of *culture* and the development of cultural intelligence
- Know how to analyze differences between countries
- Understand how to manage and the challenges associated with managing in a globalized world
- Have developed a framework to understand global business ethics and how to work effectively within contemporary business environments

Required Materials: Thomas, D.C., Peterson, M.F. (2015) *Cross-Cultural Management: Essential Concepts*. 3/E. Available in the bookstore or as an eBook.

3 Cases purchased through the instructor's Harvard Business School Publishing Account. Instructions will be provided at a later date.

Other materials as assigned by the instructor.

Course Website: We are using WebCampus for this class. If you have questions about the class schedule, etc. please check here first. I will also post lecture slides, assignment instructions and additional readings when necessary.

Attendance: To get the full value of this course it is highly recommended that students arrive on time and attend all classes. This class relies on student and group participation. Make-ups on any graded exam, discussion, or assignment that is missed will only

be offered under **very rare** circumstances. Such decisions will be made on a case-by-case basis and will be at the instructor's discretion. Finally, I ask that you refrain from using your cell phone during class time.

Assignments:

Exams

Two examinations will be given. Exams will cover specific topic areas and cases discussed in class as well as material from the textbook. Exams will consist of a combination of true/false, multiple choice, and essay questions.

Case Analyses

You will be required to submit 2 case analyses. Each analysis should demonstrate that the student understands the key concepts, terms, and actors well enough to reason critically and develop an informed opinion about the issues. Further instructions will be provided on February 23.

Team Project

There will be a team project that involves a written report. Further instructions will be provided on October 3.

Homework

There will be two homework assignments due during the semester. One will be on your reactions to the implicit-association test (IAT) and is due on September 21. The second will be on the George Williams exercise and is due on October 24. More detailed instructions will be provided as we move through the semester.

Participation

Class participation and attendance is expected. However, simply attending all classes will not result in full participation points. In order to earn full participation points students must both attend class and provide meaningful contributions to class discussions.

Assessment: Below is the scoring guideline, the weighting of the components of the course grade, and the equivalencies of course total points to letter grades.

Exams	400 points (2 @ 200 pts each)
Case Write-ups	200 points (2 @ 100 pts each)
Team Project	200 points
Homework	100 points (2 @ 50 pts each)
Participation	100 points
<hr/> TOTAL	<hr/> 1000 Points Possible

Your grade for this class will be based on 1000 total possible points. The grade breakdown is as follows: A \geq 930, A- = 900 – 929, B+ = 870 – 899, B = 830 – 869, B- = 800 – 829, C+ = 770 – 799, C = 700 – 769, D = 600 – 699, F \leq 599.

Course Performance: If you are having any problems with this class, PLEASE come and talk to either the TA or myself early on. If you let problems spiral out of control, it will be much more difficult for you to rectify the situation later.

UNLV Policies

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library—Students may consult with a librarian on research needs. For this class, the subject librarian is https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail—By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.