

**Western Kentucky University**  
**Gordon Ford College of Business**  
**MGT 316 -700: International Management - Online**  
**Spring 2022**

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Virtual Office Hours: By appointment

**Course Objectives**

This is an advanced undergraduate seminar course in international management with a focus on the foundations of global corporate success of large multinational enterprises (MNEs). Virtually every management decision being made today is influenced by international events, and naive thinking about international politics, economics, cultures, exchange rates and foreign competitors can have quick and adverse effects on a firm's bottom line. The objective of this international management course is to provide relevant theoretical and practical insights to advanced undergraduate students so that the world of international business is better understood from a social, economic, political, and cultural framework.

*Objective One:* Provide a critical overview of the most influential international management literature with a focus on both conceptual and practical managerial insights. This overview should help advanced undergraduate students obtain a better understanding of the complexity and challenges associated with international roles in organizations with international presence.

*Objective Two:* Prepare advanced undergraduate students for a professional career in a MNC by building cultural competency through assessment, planning, and skill building.

*Objective Three:* Develop practical international management skills, namely through preparing and making presentations, applying management skills in simulations and other activities, and conducting coherent research projects.

**Required Text**

Luthans, F. & Doh, J.P. (2021). International Management: Culture, Strategy, and Behavior (11<sup>th</sup> edition).

**Required Resources**

To succeed in this online format, you will need consistent access to the following: a personal or laptop computer with word processing, presentation and spreadsheet software (preferably Microsoft Office), reliable high-speed internet access, and video recording capability.

## **Grading**

Your grade will be determined by your performance on quizzes, exams, and other assignments. "Extra credit" is not allowed.

All grades will be expressed in terms of percentages, with:

90+ = A

80 – 89% = B

70 – 79% = C

60 – 69% = D

Below 60%= F

The grade you earn will be based on the following:

Exams (3 @ 150 points)	450 points
Weekly Assignments (10 @ 25 points each)	250 points
Project(s)	<u>200 points</u>
<b>Total</b>	<b>900 points</b>

## **Exams**

Exams will consist of multiple choice and/or essay type questions. Material from the textbook, class lectures, and other course resources will be covered on each exam for specified topics. There will be three exams during the semester; none are planned to be comprehensive.

## **Weekly Assignments**

Each week, there will be assignments due on Sundays by 11:59 p.m. The assignments will include quizzes, discussion board entries, reflections or other projects and are designed to keep students on track toward the larger projects and exams.

## **Communication Expectations**

Online classes provide an excellent option for students to complete their formal education. The built-in flexibility allows us to keep all of life's other commitments. A downside to online classes is less personal interaction. So, let's make a commitment to keep communication lines open. I will plan to provide grades on a weekly basis so you can have feedback along the way. Please keep me informed if there is anything going on that may affect your ability to do your best work. **Any consideration of make-up work requires advance notice, with documentation required.**

## **Course Conduct**

It is imperative to build and maintain a climate of respect and trust that will enhance the learning process and ensure academic integrity. Activities that undermine learning and/or academic integrity will not be tolerated. Examples of these include (but are not limited to):

- Cheating – Giving, using, or attempting to use unauthorized materials, information, or devices in any academic exercise.
- Copying from another student's exam or receiving unauthorized assistance during a quiz, test, written assignment or examination.
- Using books, notes, calculators, or computers when they are expressly prohibited by the instructor.
- Procuring copies of tests or examinations before they are given.
- Copying reports, computer files, and other work from other students.

### **ADA Accommodations**

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

### **Title IX/ Discrimination & Harassment**

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Title IX Sexual Misconduct/Assault Policy](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

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### **WKU Counseling and Testing Center**

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

### **The Learning Center Peer Tutoring Services**

*The Learning Center (TLC) provides free tutoring services that empower students to achieve academic success. Trained peer tutors are available to review course content, answer questions, and*

*demonstrate effective study strategies. TLC offers individual appointments and group sessions (PASS) for hundreds of undergraduate courses. For more information or to make an appointment, visit [www.wku.edu/tlc](http://www.wku.edu/tlc).*

WKU COVID-19 Statement – while we are an online class, I wanted to be sure to include the following statement:

All students are strongly encouraged to [get the COVID-19 vaccine](#). Out of respect for the health and safety of the WKU community and in adherence with CDC guidelines and practices of all public universities and colleges in [Kentucky](#), the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center ([SARC](#)): [270-745-5004](#) (voice), [270-745-3030](#) (TTY), or [270-288-0597](#) (video).

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. [www.wku.edu/healthyonthehill](http://www.wku.edu/healthyonthehill)

The instructor reserves the right to modify this syllabus as needed.