International Management Syllabus  
MGMT 3275 – Section 3275 – 001  
Fall Semester 2017  
Dr. Vijay K. Patel  

Contact Information:  
Office: 251A Friday Building  
Office Hours: Tue-Thurs 12.45-1.45 pm  
By appointment. Please arrange times after classes and confirm by email. Professor will be available for brief discussions.  
Phone: 704-687-7607  
Email: vijay.patel@uncc.edu  

MGMT 3275 Schedule and Classroom assigned:  
Section 3275 - 001: Schedule: Wed 2:00-4:45 pm | Classroom: CHHS 159  
CHHS is College of Health and Human Services  

You will need to purchase cases from Harvard Business Cases or other designated Case vendors. Course pack information will be provided. Cases will be chosen based on class interests and profile.  

Suggested Readings and Resources: All students are expected to stay abreast of contemporary developments and trends in global business. Some suggested sources include: Forbes, The Wall Street Journal, Financial Times, The Economist, Fortune, and Bloomberg/Business Week. Please make full use of all available articles/resources from social media content including YouTube and website resources from UNCC and other major universities around the globe e.g. IMEDE, LSE, Harvard, and Stanford. Additional materials will be posted for reference and study as needed.  

Course Description:  
MGMT 3275. International Management. (3) Prerequisites: MGMT 3140 with grades of C or above. Preparation for effective management in a world characterized by major geopolitical and geoeconomic shifts, complex challenges, opportunities and intense international competition. Case studies, projects, and presentations assist students to apply concepts and theories.
Course Purpose:
The purpose of this course is to provide students of International Business and Management with intensive exposure to the world of managing in the global environment. While the globalization of business has been taking place for centuries, the integration of economies, business and commerce presents large and complex challenges for new and experienced managers. Geopolitics and geoeconomics are undergoing unprecedented and complex shifts that can threaten corporations. This course addresses many of the cultural, economic and political issues of organization and management in the global context. For example, many large and small enterprises are dependent on access to foreign markets, resources and supply chains or sourcing of goods and services internationally. The ecommerce revolution implies there are no real borders. The course takes a broad view of the manager as a decision maker. Through readings, cases, and projects, the student will experience many of the challenges of operating in a global environment, whether as a manager or executive in a domestic firm dealing with managers in a subsidiary or firm in another country, or as a subsidiary manager in another country. The course also serves as a capstone course for students in the International Business major. As such IB students may have additional assignments and may be subject to a different grading scheme than other students.

Teamwork and Professionalism
A major objective of this course is to develop all students’ capabilities as managers. Excellence in your organizations demands your ability to work harmoniously within teams and display outstanding professionalism in your ability to communicate, provide leadership/cooperative followership, and be constructive team players and problem solvers. Initiative and self-motivation to excel will earn you bonus points. Class participation and projects are designed to help you practice and hone your managerial and organizational skills. The heavy emphasis on teamwork requires that peer evaluations are thorough and fair. This provides training and simulation of performance appraisal and feedback for staff development processes seen in all successful organizations - key skills indeed.

Student Evaluation:
Class participation is a key requirement. Students will be asked to demonstrate their grasp of concepts and frameworks for analysis in class. In addition, students will complete two examinations covering text, readings and lecture material. The exams will be multiple-choice and/or short answer. In addition, students will complete two projects in teams. Other group assignments may include a current event presentation and a specialized experiential exercise/case presentation. Several homework assignments will be required including case analyses and reports on current events. In general, all your work will be within assigned teams.
Grading:

Mid-term Exam  25%
Final Exam  25%
Group Project 1  20%
Group Project 2  20%

Special projects and homework assignments –
timely well-presented submissions  5%
Participation and Professionalism  5%

Grading Scale:

A:  90-100%
B:  80-89%
C:  70-79%
D:  60-69%
F:  < 60%

Exams
There will be two exams that will be drawn from the text and classroom material. ANY topic discussed in class is subject to inclusion on the exams so it is important that you attend class and take notes. Each exam will cover designated chapters. Students are expected to be familiar with all key concepts and practical applications in realistic contexts.

Special Project-Globalization Impact
As groups you will prepare a short analysis of the impact of globalization on a country. You should include specific attention to some of the main forces associated with globalization (technology, trade and integration, offshoring and outsourcing, migration, transportation, environmental pollution) and the impact of these forces on different stakeholders (such as domestic companies, workers, farmers, indigenous cultures, and different demographic groups) within that country. You should draw implications of the issues and their impact on international management practice. This analysis should be in the form of a 5-7 page double-spaced paper with references both from the text and 3-4 outside sources.

Group Project/Case Analyses -Foreign Entry and Expansion Strategies
Your group will prepare a report, including recommendations, for an actual company’s overall entry and expansion strategy into a foreign market, inbound to the USA or outbound. Your strategy should include attention to the social, political, cultural, and economic environment of the country you propose entering, the entry and organizational strategies the company should advance, including potential alliances with local firms, and a discussion of the ethical,
negotiation, leadership, and management challenges associated with your recommendation. This analysis should integrate the readings and cases for the course in the context of the actions of a specific firm. This analysis will be approximately 15-20 double-spaced pages (with complete references). You will summarize your findings in a short 15-20 minute in class presentation. You will be evaluated on the quality of the paper (75%) and the quality of the presentation (25%).

**Cases, Experiential Exercises or Current Event Projects**
Each group will have case presentations and/or presentation of experiential exercises and/or a current event. These presentations will form the basis for a significant amount of our class discussion, and all materials presented by students and enhanced through discussion will be subject to inclusion on the midterm and final exam. Odd numbered group will be assigned a case presentation from the text. Even numbered groups will present a current event of global business significance.

Whether you are presenting a case from the text or a current event, the power point slides must be posted prior to the presentation and *hard copies provided to the professor before class*. Grades for the presentation will be based upon the quality and timeliness of your slides and will also be based upon the content and quality of the in-class presentation. You will be provided with grading rubrics. NOTE: It is not advisable that all students speak in the presentation. Since the groups will be rather large at six students, it may be not practical for each person to have a speaking part, however all team members will be expected to respond appropriately in the Q&A sessions. The presentation will be a maximum of 15-20 minutes. In most cases, 15 minutes will probably be about right.

**Attendance and Participation**
It is important for all students to demonstrate engagement in the learning process. The success of the course is based upon preparation for class by reading chapters, preparing the case analyses, and reviewing slides posted by your fellow students. Your opportunity to demonstrate engagement and preparation is through your attendance and participation. No student should expect to get full credit for participation if more than two seventy-five minute classes are missed. Students missing more than four periods may lose all participation credit at the discretion of the instructor. At the same time, participation grades are much more than simple attendance.

**Use of Electronics in Class**
The use of cell phones, beepers, or other communication devices during class is inappropriate and should not be used. Please check your mail and messages before and after class. DISCIPLINE YOURSELF! Put your phone in your backpack or pocket.

Students are permitted to use computers during class for note-taking and class reference ONLY. Do not use your computer for surfing or checking your mail.
Leaving the Classroom

Students getting up and leaving the class during lectures and discussion has become an increasing problem in recent years and is not acceptable classroom behavior. It is disrespectful to the professor and is distracting to the learning environment. I request, that unless you have an emergency that you not leave the classroom during the class. If you anticipate having to leave class early, please let me know before class begins.

The UNCC Code of Student Academic Integrity:
Students are reminded of the code of academic integrity stated in the college catalog and are expected to follow it. It reads as follows:

The UNC Charlotte Code of Student Academic Integrity governs the responsibility of students to maintain integrity in academic work, defines violations of the standards, describes procedures for handling alleged violations of the standards, describes procedures for handling alleged violations of the standards, and lists applicable penalties. The following conduct is prohibited in that Code as violating those standards:

A. Cheating. Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise. This definition includes unauthorized communication of information during an academic exercise.

B. Fabrication and Falsification. Intentional and unauthorized alteration or invention of any information or citation in any academic exercise. Falsification is a matter of altering information, while fabrication is a matter of inventing or counterfeiting information for use in any academic exercise.

C. Multiple Submission. The submission of substantial portions of the same academic work (including oral reports) for credit more than once without authorization.

D. Plagiarism. Intentionally or knowingly presenting the work or another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging is when the ideas, information, etc. is common knowledge.

E. Abuse of Academic Materials. Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource material.

F. Complicity in Academic Dishonesty. Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.
Diversity

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
### International Management 3275

**Section 3275 - 001**  
**Fall 2017**

**Tentative Schedule**  
*(Subject to adjustments as needed to accommodate holidays, class progress and pace, and feedback. Please check Canvas announcements)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Lectures and Activity</th>
<th>Notes/Comments</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td><strong>Week of Aug 21</strong></td>
<td><strong>Wednesday extended class schedule</strong></td>
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|               | Lecture 1 – Introduction and Chapter 1  
Lecture 2 – Chapters 2 | Remember reading assigned Chapters is a requirement. The material is valuable and class time can be more productive if you have read and discussed the Chapters beforehand.  
*Assigned Cases/Projects/Exercises will be discussed at Lecture end. Special sessions will be designated for Team Presentations. Details will be provided in Canvas announcements.* |
|               | **Week 2**            | **Week of Aug 28**                                                            |
|               | Chapters 3 & 4        | **Week 3** **Week of Sep 4**                                                    |
|               |                      | **Week 4** **Week of Sep 11**                                                   |
|               |                      | **Week 5** **Week of Sep 18**                                                   |
|               | Chap 6 (cont.) and 7  
Begin Case 1 – Preparation and individual team discussions  
Class time devoted to preps and discussion | **Week 6** **Week of Sep 25**  
Continue Case 1 team work and Midterm Exam 1 |
|               |                      | **Week 7** **Week of Oct 2**                                                    |
|               | Case 1 – Draft write-ups and Ppts due. Feedback sessions with professor and continue teamwork | **Week 8** **Week of Oct 9**  
**Oct 9-10 Student recess**  
Chap 8 & 9 |
|               |                      | **Week 9** **Week of Oct 16**                                                   |
|               |                      |                                                                                         | Chaps 10 & 11 |
| Week 10 | Week of Oct 23 | Chapter 12  
|         |               | Case 2 Class time for discussion and preps |
| Week 11 | Week of Oct 30 | Chap 13  
|         |               | Case 2 – Continue team discussions and preps |
| Week 12 | Week of Nov 6 | Chap 14  
|         |               | Case 2 – Draft Ppts and reports due. Feedback sessions with professor and continue teamwork. |
| Week 13 | Week of Nov 13 | Final presentations - Ppts and project reports due |
| Week 14 | Week of Nov 20 | Nov 22-25 Thanksgiving Break |
| Week 15 | Week of Nov 27 | Balance of Class Presentations and Brief Experiential Case in class (time permitting) |
| Week 16 | Week of Dec 4 | Final Exam  
|         |               | Career Q&A and wrap-up |
| Week 17 | Week of Dec 11 | Formal Examinations – will not apply to MGT 3275 - 001 |
| Week 18 | Week of Dec 18 | Fall semester ends – grades due |