International Business  
Mgt 4322 001  
Summer 2024

Instructor: Dr. Robert A. Culpepper, MMIB Department  
Office: Room 403g McGee Business Bldg.  
Hours: Online W 9:30-11:30, 2:00-4:30; Th 9:30-11:30, 2:00-4:30  
Class Hours: TBA  
Phone: 468-1531 Office  
Email: rculpepper@sfasu.edu  
Zoom number for office hours: 933 1062 2620

Introduction

The world has been shrinking through vastly improved transportation and telecommunications systems. In essence, the world is becoming one large global market, bringing with it increased interdependencies among countries. Imports into the U.S. provide consumers with greater product variety. Exports present the best opportunity for increased sales and profits for many U.S. companies. American companies have more plants and sales activity abroad than any other nation. On the other hand, these companies are facing stiffer competition than ever before, both inside the U.S. and abroad from European, Japanese, Pacific Rim, and Latin American countries.

Whether your eventual job is directly concerned with overseas business or not, your future career will be affected by events outside the U.S. In addition, your career prospects will be enhanced by exposure to the international dimension of business. Today’s decision-makers in the business world are increasingly unable to make good decisions without considering their international implications.

Some notes concerning the hybrid nature of the course

1) Lectures will be conducted via video uploads to D2L/Brightspace. Lectures ideally should be watched on the normally scheduled class day, although watching early in the morning up to 10:00 AM or after 9:00 PM at night is recommended. Most people have no trouble streaming, but if you have satellite based wifi such as Dish or DirectTV, streaming tends to be slower. The best solution in that case is just to download the file – it may take as much 20 minutes, but you just come back when it’s done and watch the lecture smoothly with no delays.

2) A weekly Zoom session will be held for Q & A regarding lecture content and general class-related issues. These will be held on **Wednesdays at 9:00 AM**. You will be notified by email, should any additional days be scheduled. Attendance at Zoom sessions is optional, but recommended. The Zoom number is 933 1062 2620 and the pass is: mgt

3) The semester moves rapidly in the the summer session. It is important to watch your email and check the D2L course home page for news related to the course at least as frequently as each regular class day, i.e., Monday through Thursdays. Mostly, I will communicate about the class by email or at the Zoom session.
4) Testing will be conducted via online means along with the Proctorio service. There will be four exams and at least one quiz. In terms of quizzes - as long as you have watched the video for a given class day by the following class day, you should be okay.

When taking an exam, using a Chrome browser with Proctorio installed, you should not get a request for a password. If you do, this needs to be fixed, and you can do so by uninstalling Proctorio and then reinstalling.

**Prerequisites**

Senior Standing  (99 hours completed prior to taking class)
MGT 370

**Course Objectives**

Upon course completion, students should be able to:

1) apply theories, tools, and insights found in the field of international management to common real world scenarios.
   demonstrate an understanding of the similarities (without which no
2) international business could take place) and differences among the peoples of
   the world and how they affect business management.
3) discuss how various legal, political, economic, and cultural factors around the
   world affect business attitudes and behavior.
4) discuss managerial issues related to strategic planning, human resource
   management, financial management, motivation, and leadership which arise
   in an international context.
5) describe how the practice of management in other parts of the world, such as
   Japan and Europe, differs from American practice.
6) show understanding of the implications of unfolding world events for the
   practice of international management.

**Course Content**

<table>
<thead>
<tr>
<th>International Business Trends</th>
<th>Management Opportunities and Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political Risk</td>
<td>Human Resource Management</td>
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<td>Sociocultural Forces</td>
<td>International Legal Environment</td>
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<td>International Labor Relations</td>
<td>Leadership across Cultures</td>
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<td>International Monetary System</td>
<td>Motivation across Cultures</td>
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<tr>
<td>Global Competition</td>
<td>Regional Focus</td>
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**Geopolitical overview**
A geopolitical overview outline will be available on D2L and will be covered in the first few class sessions.

**Quizzes**

Articles in the WSJ may be assigned during the semester and quizzes based on articles will affect the participation/miscellaneous part of the overall course grade. In addition, there may be a scheduled quiz or two over lecture material. Quizzes count toward the participation component of the grade.

**Participation and attendance**

Attendance at Zoom sessions, quizz grades, and timely watching of lectures and downloading of outlines will comprise the grade for participation. Borderline grades (e.g., .88, .89) are subject to being raised to the next level based on the participation grade component.

**Students’ Responsibility and Time Requirements**

Students should keep up with lectures and assigned readings and perform well on assignment-related quizzes. Missed quizzes cannot be made up. Assignments and classrelated readings should average around six hours of work per week outside of class.

**Missing an exam**

With prior notification of absence and a serious and verifiable reason, a missed exam will be substituted for by making the final exam grade count twice. The lack of advance notice for missing an exam and/or insufficient justification (determined by the professor) will result in a grade of zero for that exam. One exception to this policy is athletes; they should see the professor to work out a test alternative.
Grading procedures

Four exams will be given. They will consist primarily of computer-scored objective questions. However, tests may contain short essay or short definition questions. Test questions address material covered both in class and in the text; these two sources of material are meant to be complimentary rather than redundant. It should be noted that reading the text alone will represent a major handicap in exam-taking because the lecture at times includes lecture topics not covered in the text (and vice versa).

Final Exam. The final exam will consist of two components: (a) new material covered since Exam 3, and (b) a comprehensive component testing previous material. It is weighted somewhat more heavily than other exams (120 points). The comprehensive part will include questions from the lecture and notes only, not text-related material already covered on previous exams. Each component will comprise roughly half the test.

Special Grading Requirements. Meeting a minimum level of competency in International Management subject matter, as reflected on the exams, will be required in this course. To get credit for the course, a passing average on the four exams (.60 or better) is required.

The weighting of test grades and other grade components is as follows:

<table>
<thead>
<tr>
<th>Grading components</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
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<tr>
<td>Exam 2</td>
<td>100</td>
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<tr>
<td>Exam 3</td>
<td>100</td>
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<td>Final exam</td>
<td>120</td>
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<td>Class Participation</td>
<td>30</td>
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<td>TOTAL</td>
<td>450</td>
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Grades are assigned as follows:

A  90-100% of total possible points
B  80-89
C  70-79
D  60-69
F  59 or below

The formula for computing overall grades at the end of the course is fairly simple: Exam 1 + Exam2 + Exam3 + Exam4*1.2 + Participation *.3)/4.5

Note: for the purposes of calculation, attendance and final exam components are based on 100% being the best score, even though they do not equal 100 points in terms of weight - for e.g., an “A” on the attendance part of the grade might equal .95, which would then be multiplied times a weight of .3, an A on the final exam might also equal .95, which would then be multiplied times 1.2).
University and College of Business Policies

Student Academic Dishonesty (University Policy 4.1)

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at [http://www.sfasu.edu/policies/student_academic_dishonesty.pdf](http://www.sfasu.edu/policies/student_academic_dishonesty.pdf)

Course Grades (University Policy 5.5)
Copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at [http://www.sfasu.edu/policies/course-grades.pdf](http://www.sfasu.edu/policies/course-grades.pdf).

Students with Disabilities
Copy and paste the following statement and place in your course syllabus.

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).
Student Conduct (University Policy 10.4)
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

University Resources

Academic Assistance Resource Center (AARC) Tutoring Services
The AARC is an award-winning program that provides free peer tutoring for many entry-level courses. Some services provided by the AARC that you may find of benefit include online resources (including the Online Writing Lab [OWL]), on-call tutoring at walk-in tables, 1:1 appointments, student instructor groups, and learning teams. For additional information, go to http://sfasu.edu/aarc.

Counseling Services
Counseling Services assists SFA students in overcoming obstacles to their personal and academic goals through individual and group counseling for students and outreach, presentations, training, and consultation for the campus community. For additional information, go to http://sfasu.edu/counselingservices.

Counseling Clinic (Human Services)
The SFASU Counseling Clinic is a service provided by the Department of Human Services Counselor Education Programs. It is a training clinic in which services are provided by graduate students who are in the Practicum and Internship portion of their education. All services are supervised by fully licensed Counselor Education faculty. The Stephen F. Austin State University (SFASU) Counseling Clinic combines a therapeutic and community focus which offers a full continuum of counseling care. The service is geared to each person's needs. Client progress is based on the person's ability to move through counseling according to individual readiness. For additional information, go to http://www.sfasu.edu/humanservices/139.asp

Center for Career and Professional Development
The Center for Career and Professional Development exists to empower students and alumni to achieve life-long career success through individualized assistance, diverse career development programs, and collaboration with both internal and external partners concentrated on career goal achievements. For additional information, go to http://www.sfasu.edu/ccpd.

Financial Literacy
Student Financial Advisors are available to help you with your finances through one-on-one appointments, presentations, and workshops. Topics covered include budgeting, credit cards, debt management, insurance, identity theft, fraud prevention, investing, savings, retirement,
banking, and paying for college. For additional information, go to http://www.sfasu.edu/studentaffairs/1691.asp.

Health and Wellness Hub
Health Services offers a full range of medical services, from checkups and preventive care to immunizations to contraceptives and STI testing. For additional information, go to https://www.sfasu.edu/healthservices.

Involvement Center
The SFA Involvement Center a one-stop shopping site for involvement on campus. The program is the center for student involvement on our campus, a distribution and receiving site for applications for any number of opportunities on campus and a place for involved students to meet, hang out and collaborate with other students. For additional information, go to http://www.sfasu.edu/studentaffairs/69.asp.

Mental Health
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student’s mental health and wellness. Many of these resources are free, and all of them are confidential.

See Counseling Services, Counseling Clinic, and Health and Wellness HUB for more information.

Nutrition Counseling (Aramark Dining Services)
Dining Services’ Dietitian provides nutrition counseling for students with allergies and special dietary needs as well as other nutrition related medical issues, weight concerns, exercise nutrition questions, and more. For additional information, go to https://sfasu.campusdish.com/HealthAndWellness/MeetOurDietitian.

Research and Instructional Services (RIS)
Develop research skills from hands-on and classroom experience with the Research and Instructional Services department. For additional information, go to https://library.sfasu.edu/services#/research?_k=hjbdvf.

SFA Food Pantry
The SFA Food Pantry exists to reduce food insecurity on the SFA campus. For additional information, go to http://sfasu.edu/studentaffairs/1319.asp.

Veteran’s Resource Center
The Veterans Resource Center (VRC) provides a space for veterans, dependents of veterans, and ROTC members to gather, socialize, and form relationships with others that can provide networks of support and access to veterans' resources provided by the university and outside agencies. For additional information, go to http://sfasu.edu/vrc/.

Technical Support
Brightspace by D2L Support: https://www.sfactl.com/student-support; d2l@sfasu.edu;
936.468.1919

Technical Support Center/Help Desk: https://help.sfasu.edu; helpdesk@sfasu.edu;
936.468.4357
# Mgt 4322
## Course Schedule

<table>
<thead>
<tr>
<th>JUNE</th>
<th>Date</th>
<th>Week</th>
<th>Course/Week</th>
</tr>
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<td>Course Intro, Geopolitical Overview</td>
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<td>Geopolitical Overview, Text Ch. 1</td>
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<td>European Union, NAFTA, Future Trade Blocks</td>
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<td>QUIZ on Geopolitical Overview</td>
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<td>Start: Intl. Monetary System</td>
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<td>Culture - Country Examples, Dimensions</td>
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<td>EXAM 2 Start: Human Resource Mgmt.</td>
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<td>Human Resource Management, Ch. 17</td>
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<td>EXAM 3 Start: Regional Focus</td>
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