



*Department of Management | School of Business*  
**MGMT 4660 International Management – Fall 2024**  
**Syllabus for Distance Learning**

**Instructor Name:** Rebecca Knapp, MBA  
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**Office Hours:** Online by Appointment  
**Classroom Location:** Online  
**Class Meeting Times & Days:** Online, August 26 – December 14, 2024

**Important Dates – Spring 2024 16-Week Session:** <https://www.untdallas.edu/sbs/important-dates.php>

**Course Catalog Description:**

A comprehensive framework is used to study the management of multinational operations in cross-cultural environments with a focus on the decisions that managers must make. Topics include strategic planning, organization, human resources, operations management, entrepreneurship and ethics.

**Required Textbook:**

Global Strategy by Mike Peng, Cengage | 5th Edition | Copyright 2022, eBook: ISBN-10: 0357710045 | ISBN-13: 9780357710043, Paperback: ISBN-10: 0357512367 | ISBN-13: 9780357512364

**Course Goals or Overview:**

The goals of this course are to help students develop the essential skills needed to formulate and implement successful strategies in the competitive and interconnected global environment.

**Learning Objectives/Outcomes:**

At the end of this course, students will be able to:

1. Understand management principles as it applies to international business.
2. Understand the wide array of differences that exist in cultures and social institutions.
3. Understand how social institutions such as the economic, political, educational systems and religion play an important role in any multinational operation.
4. Analyze the strengths, weaknesses, and strategies of competitors from anywhere in the world.
5. Analyze complexities of the cultures and business practices of other nations.
6. Evaluate the global economic and political environments and their impact on managerial decisions.
7. Create competitive strategies in the global business environment.

## Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Canvas announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Week Of	Topic	Homework	Due Date
<b>AUGUST 26</b>	Introduction to Course	Syllabus Quiz	9/2
<b>SEPTEMBER 3</b>	Chapter 1 – Strategizing Around the Globe	Read Chapter 1/Review PPT Chapter 1 Quiz Current Event Discussion	9/8
<b>SEPTEMBER 9</b>	Chapter 2 – Managing Industry Competition	Read Chapter 2/Review PPT Chapter 2 Quiz Critical Thinking Discussion	9/15
<b>SEPTEMBER 16</b>	Chapter 3 – Leveraging Resources and Capabilities	Read Chapter 3/Review PPT Chapter 3 Quiz Current Event Discussion	9/23
<b>SEPTEMBER 23</b>	Chapter 4 – Emphasizing Institutions, Cultures and Ethics	Read Chapter 4/Review PPT Chapter 4 Quiz Critical Thinking Discussion	9/29
<b>SEPTEMBER 30</b>	Chapter 5 – Growing and Internationalizing the Entrepreneurial Firm	Read Chapter 5/Review PPT Chapter 5 Quiz Current Event Discussion	10/6
<b>OCTOBER 7</b>	Experiential Learning Project: LinkedIn Learning Course	Complete Course & Summary	10/13
<b>OCTOBER 14</b>	Chapter 6 – Entering Foreign Markets	Read Chapter 6/Review PPT Chapter 6 Quiz Critical Thinking Discussion	10/20
<b>OCTOBER 21</b>	Chapter 7 – Making Strategic Alliances and Networks Work	Read Chapter 7/Review PPT Chapter 7 Quiz Current Event Discussion	10/27
<b>OCTOBER 28</b>	Chapter 8 – Managing Global Competitive Dynamics	Read Chapter 8/Review PPT Chapter 8 Quiz Critical Thinking Discussion	11/3
<b>NOVEMBER 4</b>	Chapter 9 – Diversifying, Acquiring, and Restructuring	Read Chapter 9/Review PPT Chapter 9 Quiz Current Event Discussion	11/10
<b>NOVEMBER 11</b>	Chapter 10 – Strategizing, Structuring, and Innovating Around the World	Read Chapter 10/Review PPT Chapter 10 Quiz Critical Thinking Discussion	11/17
<b>NOVEMBER 18</b>	Chapter 11 – Governing the Corporation Globally	Read Chapter 11/Review PPT Chapter 11 Quiz Current Event Discussion	11/24
<b>NOVEMBER 25</b>	<b>THANKSGIVING BREAK WEEK</b>		
<b>DECEMBER 2</b>	Chapter 12 – Strategizing with Corporate Social Responsibility	Read Chapter 12/Review PPT Chapter 12 Quiz Critical Thinking Discussion	12/8
<b>DECEMBER 9</b>	Experiential Learning Project: LinkedIn Learning Course	Complete Final Exam	12/13

### Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

#### GRADING MATRIX:

ASSIGNMENT	VALUE	TOTAL
Syllabus Quiz	10 points	10
Chapter Quizzes (12 quizzes)	10 points each	120
International Current Event Discussions (6 total)	10 points each	60
Critical Thinking Discussions (6 total)	10 points each	60
Experiential Learning Project: LinkedIn Learning (2 certificates + 2 summaries)	50 points each	100
Final Exam	50 points	50
<b>TOTAL</b>		<b>400</b>

#### GRADE DETERMINATION:

A = 90% – 100%	358-400 points
B = 80% – 89%	318-357 points
C = 70% – 79%	278-317 points
D = 60% – 69%	238-277 points
F = 59% or less	237 or less points

### Chapter Quizzes

Students will take the chapter quizzes on Canvas in weekly Modules. Quizzes correspond to the textbook chapter we are working on each week. Quizzes are due at 11:59 p.m. on Sunday of the corresponding week. Once the quiz is closed, it is closed forever. Students are allowed only two attempts on the quizzes, and the highest score will be entered into the gradebook. Quizzes should not take more than one hour of your time to complete – please contact me if you are taking more time to complete them each week.

### Discussions

Weekly discussions alternate between international business current events and critical thinking questions the instructor will post in a Discussion prompt in Canvas. Students will complete six of each form of discussion.

#### Critical Thinking Discussions

Each student is expected to respond to a critical thinking discussion posted by the instructor. Additionally, students will respond to two other classmates' posts with meaningful thought and inquiry (i.e., responding simply "I agree" or similarly will not earn the student any credit for the discussion). Initial responses are due by 11:59 p.m. on Wednesday night of the week the Discussion is assigned. At least two responses to classmate posts are due by 11:59 p.m. on Sunday night of the week the Discussion is assigned. Discussion forum focus should be a meaningful exchange of analytic thought, not minimum required posts.

#### International Current Event Discussions

Each student is expected to summarize a news article related to International Business Management from a reliable news source and post an approximately one-page (double spaced) discussion and critical evaluation (approximately 50% summary, 50% your critical evaluation). News item should not be older than two weeks.

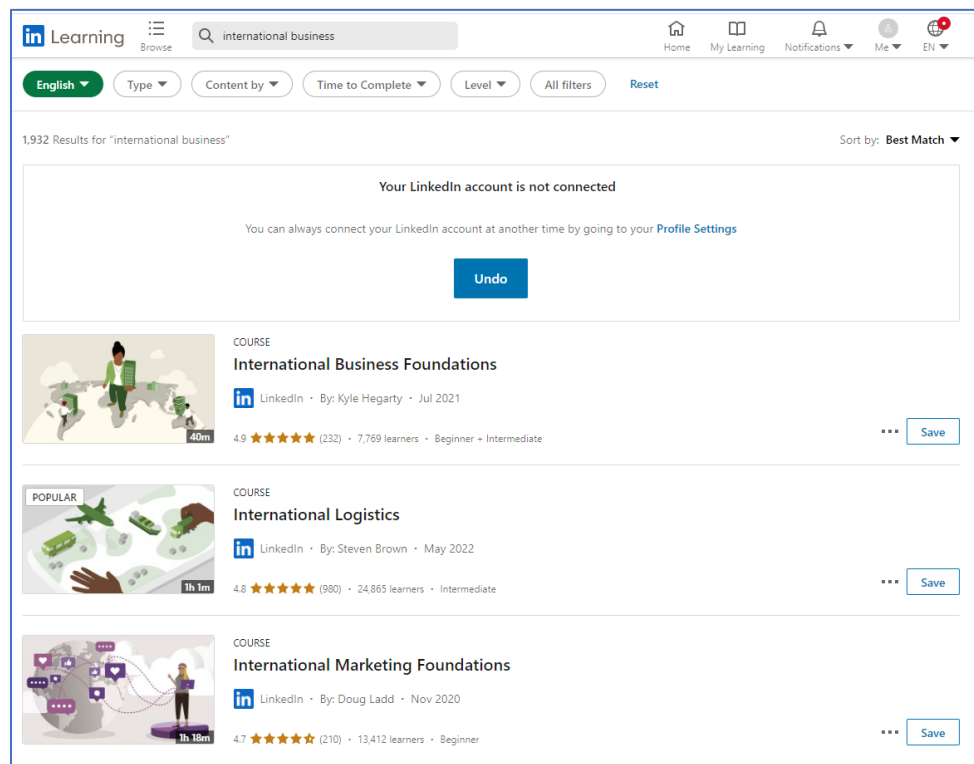
- Each report should have an international business management aspect. For example, a hurricane or another natural is not relevant unless you discuss the effects on or implications for business.
- Include the link to the news and the title of the news.
- In a world of politically influenced media, you must consider the slant or biased behind the sources from which you consume your news. Refer to the Media Bias Chart <https://bit.ly/3xZpoKp> and note at the end of your post where your source falls on the chart.
- News report post is due at 11:59 pm on Sunday of the corresponding week.

## Experiential Learning Project: LinkedIn Learning

Experiential learning is an integral part of education at UNT Dallas. Students will complete two LinkedIn Learning Courses of their choosing, related to International Business.

### Access LinkedIn Learning:

- Go to <https://www.linkedin.com/learning/login-ent> (or access LinkedIn Learning on the [UNT Dallas Library](#) site in the [Electronic Resources](#) section).
- Sign-in to LinkedIn Learning using your UNT Dallas credentials. You are **NOT** required to connect your learning to a your LinkedIn profile, but it is highly recommended to help demonstrate your earned credentials to potential employers in the future.
- Your search results should look something like (potentially not *exactly* like) this search page:



### Complete the Assignments:

- Once in LinkedIn Learning, search for "International Business" courses. Find two courses on topics that peak your interest or relate to your proposed career choice.
- Complete the courses, one midway through the course and the second by the end of the semester.
- Write a one-page, double-spaced summary of your experience and knowledge gained from the course. This summary should be about 50% summary and 50% critical evaluation of the experience.
- Submit both your certificate and summary in the Assignment Dropbox in Canvas.

## **CLASSROOM POLICIES**

### **Late Assignment Policy**

I do not accept any late work. I understand that many of you are full-time students as well as have responsibilities outside of the classroom. The expectations for the class are shared with you on the first day of class so you can plan your time wisely for the semester. It is the student's responsibility to gain access to the textbook and course materials in a timely manner before or once the course begins. It is also the student's responsibility to schedule their time to complete the required assignments by the listed deadlines, so all work is submitted on time. This policy is designed to help all students complete the course progressively and successfully. Please plan accordingly.

### **Inclement Weather and Online Classes**

If our class is disrupted by closures due to inclement weather or other unforeseen events, your instructor will communicate with you by email with instructions for class. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

### **Disruptive Behavior in an Instructional Setting:**

Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Racial, ethnic, political, or gender slurs will not be tolerated at any time. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absence for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (Policy 7.001) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

### **Online "Netiquette":**

In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks). Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to UNT Dallas Student Code of Conduct. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

### **Course Evaluation Policy**

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

## UNIVERSITY POLICIES AND PROCEDURES

### **Students with Disabilities (ADA Compliance)**

#### **Chapter 7 (7.004) Disability Accommodations for Students:**

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see [Disability Services Office](#). You may also contact them by phone at 972-338-1777; by email at [UNTDDisability@untdallas.edu](mailto:UNTDDisability@untdallas.edu) or at Building PL, room 1104.

#### **Canvas Instructure Accessibility Statement:**

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. [Canvas Instructure Accessibility Statement is also provided.](#)

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MindTap, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

**Academic Integrity:** Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to [UNT Dallas' Student Code of Academic Integrity](#) for complete provisions of this code. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

**Web-based Plagiarism Detection:** Please be aware that in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

#### **UNTD University Attendance Policy**

The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency. Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to <http://www.untDallas.edu/registrar> for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

### Purpose of the Policy

This policy was designed for several reasons including: 1) Meet the financial aid/government regulations for attendance in online courses, and 2) Allow instructors to provide clear guidelines for student attendance in online courses.

**Diversity/Tolerance Policy:** Students are encouraged to contribute their perspectives and insights to class. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

### **Easter Egg ExC Opportunity:**

If you've made it this far in the syllabus, then you deserve a bonus! My absolute favorite TV show of all time is "The Office." Email me a picture or meme related to The Office, and I'll give you a few points of extra credit for making me smile. "I guess I've been working so hard, I forgot what it's like to be hardly working." — Michael Scott

**Technology Assistance:** Supplemental materials to this course are found in the Canvas online learning platform. In order to successfully access these materials, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus. If you experience difficulty accessing or using components of the course, try using the Google Chrome browser. If you still experience technical difficulties, notify your instructor.

If the problem is still not resolved, call Student Assistance (Distance Learning) at the phone number listed at the top of the syllabus. Also, no matter what browser you use, always enable pop-ups. For more information see:

- [UNT Dallas Canvas Technical Requirements](#)
- [Canvas Instructure Supported & Unsupported Operating Systems](#)