

**Mississippi College
School of Business**

**MGT 6570
Managing in the Global Environment
Service Learning**

Professor

Dr. Sara B. Kimmel

<http://www.mc.edu/faculty/kimmel>

Office Location

Mississippi College

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Dr. Kimmel's Contact

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Office Hours (by appointment)

M, W, & F: 11 am – 2 pm

**Other hours can be scheduled if these
are inconvenient for you.**

Course Length

1/9/17 – 4/30/17

Course Week

The course week is Monday (Day 1) – Sunday (Day 7).

Service Learning Partner

Mississippi Development Authority

501 North West Street

Jackson, MS 39201

MDA Website

<https://www.mississippi.org/>

Service Learning Partner Contacts

Rose Boxx

Rboxx@mississippi.org

Gabriel Prado

Gprado@mississippi.org

**Please direct project questions to Dr.
Kimmel.**

Office Hours

8:00 a.m. – 5:00 p.m. M-F

Course Description

Managing in the Global Environment is designed to refine students' understanding and application of international business practice. The course explores:

- the roles of governmental and non-governmental organizations in policy formation
- culture and its influence on business ethics
- human resource issues of recruitment, retention, training, and documentation of employees
- the debate over international trade theory
- trade relations and negotiation
- tax issues
- oversight of supply chain management
- accountability in exporting and importing

The course utilizes group discussion, case analysis, and project-based research. The course has a service learning component.

General Expectations

You are expected to:

- review all course materials each week in Moodle
- read assigned text chapters and research papers
- participate in discussion
- complete weekly quizzes
- engage with a team to complete a project
- respect your colleagues in all discussion and class activities
- be accountable

Instructional Design

The course is an online service learning class. A description of service learning:

Service Learning is “an educational experience in which students participate in an organized service learning activity that meets identified community needs and reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced sense of civic responsibility” (Bringle & Hatcher 222).

The service learning project for MGT 6570 is to develop a trade briefing for use by the Mississippi Development Authority. This is a team project. A project template is provided.

Rationale for Course

Businesses and organizations of all sizes engage in and are influenced by the global environment. A sound understanding of the flow of international business, the processes for

conducting import and export, and the ethical challenges faced by companies equips students to strategically assist their firms in the global economy.

Textbook

Daniels, J., Radebaugh, L., and Sullivan, D. (2015). *International Business: Environments and Operations 15e*. Upper Saddle River, NJ: Pearson Education, Inc. Note that the text is available both in hard copy and an e-Text. You can use either for the class. Pearson MyManagementLab is required. Here is what you should request:

Textbook + MyLab (Offered at Bookstore)

International Business {Loose-Leaf} Plus 2014 MyManagementLab with Pearson eText -- Access Card Package, 15th Edition ISBN-13: 9780133792362

Instructions for course registration are loaded in Moodle and require that you have your access code. You will have access to the eText which can be downloaded to your mobile device as well as assignments.

Supplemental Materials

Online resources will be provided in Moodle.

Course Objectives

Upon completion of this course, students should be able to:

- Analyze international business cases
- Describe the roles of government and non-governmental organizations in international business policy.
- Identify and describe the predominant trade agreements in world business.
- Identify cultural challenges to business ethics and appropriate solutions
- Research and report international pay scales, visa requirements, and human resources issues.
- Debate the pros and cons of the major international trade theories
- Explain the major sections of the balance of payments for a given country
- Discuss the micro-economic influences on competitiveness
- Choose appropriate financing and investment for international corporate expansion
- Provide a written overview of major corporate and individual tax issues in international business
- Describe in detail the document collection for an international transaction
- Explain critical factors necessary for global supply chain success.
- Prepare a trade briefing.

- Prepare a short research paper and present it using electronic means.
- Lead discussion of a research topic.
- Apply APA format.

Attendance Policy

Attendance is expected. University policy states that a student will not receive a passing grade if absence exceeds 25% of the course. There are 16 class meeting weeks, including exams. In the online course, you are considered absent if assigned activities are not completed. Absences exceeding 4 class meetings will result in an automatic F. Note that the course week is Monday (Day 1) – Sunday (Day 7). Assignments are due on specific days of the week.

Academic Honesty

Mississippi College students are expected to be scrupulously honest. Dishonesty of any type, including cheating, plagiarism, furnishing false information, etc., is not tolerated. Details about specific penalties are listed in the MC Student Handbook. The MC Library furnishes helpful information about plagiarism and writing integrity.

Students are expected to do their own research and writing. Written homework may be submitted to turnitin.com, an originality detection tool. You are encouraged to use quotations sparingly, making certain that you cite and reference all sources of information. Summarizing and paraphrasing is encouraged. The rule of thumb for this class is to have no more than 15% quoted material in your papers. Violations of the academic honesty policy result in a zero on the assignment, a report to the graduate director, the dean, and the student's academic advisor for further action.

Accommodation

In order for a student to receive disability accommodations under Section 504 of the Americans with Disabilities Act, he or she must contact Student Counseling Services (SCS). SCS will assist with information regarding the appropriate policy and procedure for disability accommodations before each semester or upon immediate recognition of the disability. Student Counseling Services is located in Alumni Hall Room #4 or you may contact them by phone at 601-925-7790. The Director of Student Counseling Services, Morgan Bryant, at mbryant@mc.edu.

Case Analyses

There are two business cases from the textbook for analysis in the course. Each written submission will be evaluated using the rubric at the end of the syllabus. Submissions should be 4-5 pages in length, including the title page and the reference page, adhering to APA format. The outline of the analysis is provided in the syllabus, with the headings that you should use in the analysis.

1. Analyze the case, based on your knowledge of the assigned readings and updated information that you discover.

2. Use the template.
3. Assume the perspective of a business manager who has been presented with the case information.
4. Your responses must address managerial issues, problems, alternatives, and recommendations for businesses to consider.
5. Reference your text and one to two additional resources. These additional sources do not have to be academic journals per se, but may include other types of periodicals, news articles, but no open source websites, like Wikipedia.
6. Use APA format.

Case Analyses

Case Analyses 1: U.S.-Cuban Trade: When Does a Cold War Strategy Become a Cold War Relic? (Chapter 6). Due by 11:55 p.m. Sunday, 2/5/17, submit to Moodle assignment link

Case Analyses 2: A Little Electronic Magic at Alibaba.com (Chapter 14). Due by 11:55 p.m. Sunday, 3/26/17, submit to Moodle assignment link

Course Home Page and Email

Class announcements, homework assignments, the week's overview, the syllabus and other resources are all located in the course home page in Moodle. Scores and comments will be posted weekly to your grade book here. Access the course home page by going to the MC website (www.mc.edu). Log in to MyMC and click the Moodle icon. Check your MC email and the course home page daily. Some graded work will be submitted to Moodle, and some graded work will be done in MyManagementLab. Scores will be posted in Moodle.

Discussion and Participation

Everyone should participate in weekly discussion. As a participant, you will read the assigned chapter and the research paper, then respond to the discussion leaders no later than Thursday (Day 4). To receive full credit for participation, you should respond to the discussion question (by Thursday) and to at least two others in a substantive way during the remainder of the week (Friday – Sunday). A substantive post is 2-3 paragraphs in length and contains valuable information.

In addition, participation in the Pearson MyManagementLab exercises is required each week. These exercises include a Chapter Warm Up that tests your reading, a video case and questions, and a simulation. Complete all of the exercises by the end of each week (Sunday).

Example of a non-substantive post/exchange:

Mary: *John, I really liked your research. Way to go.*

John: *Thanks, Mary.*

Example of a substantive post/exchange:

Mary: *John, your research paper made me think about how the text addresses this topic graphically. For instance, on page 144, Daniels, et al. (2015) illustrate the "evolution of the Earth's economic center of gravity". You note in your research that technology has driven most*

of the shift back to Asia as the economic center, but I think that market interdependence could be the reason. Did your research find any supporting evidence that market interdependence was at least as important a driver of the shift?

John: *Mary, it's interesting that you note market interdependence. We should examine the interdependence issue related to technology. You'll see from the map graph that technology has driven much of the interdependence in the markets. That, along with falling trade barriers, has helped countries become more interdependent and has allowed individual consumers access to a larger market for goods and services. I did find an article by Smith (2016) that I'll link here, if you'd like to read more about market interdependence and technology.*

Exams and Quizzes

There are graded quizzes on text reading in the MyManagementLab. The quizzes have weekly deadlines (Sunday night) and will prepare you for the midterm and the final exams. You will be allowed one attempt for each quiz. The quizzes contain 25 questions each, and you will have 25 minutes to complete each quiz. Quiz scores will be transferred into your Moodle gradebook in the week following the quiz. You may review the quizzes after they have closed for the week.

The midterm and final exams are administered through Proctor U. You must register for Proctor U and for an exam appointment. Instructions are loaded in Moodle. Do this at the beginning of the semester to avoid a fee from Proctor U and to assure a convenient time to take the exam. **Dr. Kimmel will alert the entire class by email through the Moodle page about two weeks after the beginning of the semester when Proctor U appointments can be made.**

Examination dates

Exam 1: Week 8 (Chapters 1-12)

- **Exam will be open in ProctorU from 8:00 a.m. Friday, 3/3/17 – 6:00 p.m. Saturday 3/4/17.** Appointments, a secure testing site, and proper technology are required. No appointments should be scheduled after 4:15 p.m. Saturday.

Exam 2: Week 15 (Chapters 13-20)

- **Exam will be open in ProctorU from 8:00 a.m. Friday, 4/28/17 – 6:00 p.m. Saturday 4/29/17.** Appointments, a secure testing site, and proper technology are required. No appointments should be scheduled after 4:15 p.m. Saturday.

Grades and Scoring

Scores for class discussion and homework will be posted weekly in Moodle. Comments are posted with your grades in the course homepage, so be sure to read the comments. Note that submissions may be submitted by the professor to Turnitin.com, so you should pay very close attention to originality in your work. Any questions about scores or grades should be directed to the professor and you may make an appointment at any time to talk about class work or to receive clarification. Please feel free to email questions after checking your grades and comments in Moodle.

Graded Assignments Summary

Type	#	Points	Total
Cases	2	5.00	10
Quizzes	20	0.50	10
Participation	10	1.00	10
Exams	2	20.00	40
MDA Trade Briefing Team Project	1	15.00	15
Individual Research and Discussion Facilitation	1	15.00	15
Total			100

Grading Scale

100 – 95	A
94 – 90	B+
89 – 85	B
84 – 80	C+
79 – 75	C
74 – 0	F

Individual Research and Discussion Facilitation

As this is a management-related course, each student will be assigned a research topic corresponding with the chapters we are reviewing each week and will manage the discussion for the week. Your tasks are:

1. Read the chapters assigned.
2. Research the topic using the MC Library online (Academic Resources).
3. Prepare a 4-5 page written research report with at least four academic sources.
4. Follow APA format with a title page, running header, and References page. (This will bring the total number of pages to 6-7).
5. Post the research paper and one discussion question related to your topic by 12:00 noon Monday. The question should be one that prompts class mates to think about your topic, do additional research themselves, or debate the issue.
6. Monitor discussion throughout the week and respond to each classmate.
7. Prepare a report on each participant's discussion and email to Dr. Kimmel by Monday.
8. You, as a participant, should also respond to the work of other discussion leaders during the week.

Late Policy

No assignments will be accepted after their due date. Reading and assignments are due as scheduled.

MDA Trade Briefing Project Checklist

The team project is to develop a trade briefing for the Mississippi Development Authority. The projects will be completed in small groups, which will be assigned the first week of class, and finalized the second week of class (following the drop deadline). There are a number of checkpoints in the semester when an accounting of work is due. Teams will present progress in class, and individuals will submit reflections in Moodle.

Summary of MDA Trade Briefing Project Due Dates

1. Trade Briefing Project Outline
Due 11:55 p.m. Sunday, 1/29/17
2. Trade Briefing Project 1st Draft and Individual Reflection
Due 11:55 p.m. Sunday 2/19/17
3. Trade Briefing Project Final Draft and Group Reflection
Due 11:55 p.m. Sunday 4/9/17
4. Trade Briefing Project Final
Due 11:55 p.m. Sunday 4/30/17

Writing Proficiency

All students are expected to communicate at a level commensurate with high proficiency in the English language. The Mississippi College Writing Center is available in person and online: <https://www.mc.edu/academics/departments/english/writing-center/>. I recommend that you develop an immediate relationship with the Writing Center, which is located in the Learning Resources Center of the library.

Class Activity Summary

Week 1 – January 9, 2017 – January 15, 2017

- Review the syllabus
- Read Chapter 1, complete quiz and MyManagementLab assignments
- Introduce yourself in Moodle Forum
- Teams formed
- Discussion leaders assigned

Week 2 – January 16, 2017 – January 22, 2017

- Overview of Library Resources and Writing Center
- Read Chapters 2-3, complete quizzes and MyManagementLab assignments
- Teams finalized
- Discussion leaders finalized

Week 3 – January 23, 2017 – January 29, 2017

- Read Chapters 4-5, complete quizzes and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum
- MDA Trade Briefing Project Outline is due 11:55 p.m. Sunday, 1/29/17 in Moodle

Week 4 – January 30, 2017 – February 5, 2017

- Read Chapter 6, complete quiz and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum
- Prepare and submit Case Analysis #1 (Due by 11:55 p.m. Sunday, 2/5/17, submit to Moodle assignment link)

Week 5 – February 6, 2017 – February 12, 2017

- Read Chapters 7-8, complete quizzes and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum

Week 6 – February 13, 2017 – February 19, 2017

- Read Chapters 9-10, complete quizzes and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum
- MDA Trade Briefing Project 1st draft and individual reflection are due

Week 7 – February 20, 2017 – February 26, 2017

- Read Chapters 11-12, complete quizzes and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum

Week 8 – February 27, 2017 – March 5, 2017

- Exam 1: Chapters 1-12
 - Exam will be open in ProctorU from 8:00 a.m. Friday, 3/3/17 – 6:00 p.m. Saturday 3/4/17. Appointments, a secure testing site, and proper technology are required. No appointments should be scheduled after 4:15 p.m. Saturday.

Week 9 – March 6, 2017 – March 12, 2017

- Read Chapter 13, complete quiz and MyManagementLab assignments

- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum

Spring Break – March 13, 2017 – March 19, 2017

Week 10 – March 20, 2017 – March 26, 2017

- Read Chapters 14-15, complete quizzes and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum
- Prepare and submit Case Analysis #2 due by 11:55 p.m. Sunday, 3/26/17, submit to Moodle assignment link

Week 11 – March 27, 2017 – April 2, 2017

- Read Chapters 16-17, complete quizzes and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum

Week 12 – April 3, 2017 – April 9, 2017

- MDA Trade Briefing Project Team Final Draft is due by 11:55 p.m. Sunday, April 2, 2017 (Moodle)
- Submit a group reflection to Moodle by 11:55 p.m.

Week 13 – April 10, 2017 – April 16, 2017

- Read Chapter 18, complete quiz and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum

Week 14 – April 17, 2017 – April 23, 2017

- Read Chapters 19-20, complete quizzes and MyManagementLab assignments
- Review Research and Discussion Leaders' Papers, and respond in Moodle discussion forum

Week 15 – April 24, 2017 – April 30, 2017

- MDA Trade Briefing Project Team Final due by 11:55 p.m. Sunday, 4/30/17, submit to Moodle assignment link
- Final Exam (Chapters 13-20)
 - Exam will be open in ProctorU from 8:00 a.m. Friday, 4/28/17 – 6:00 p.m. Saturday 4/29/17. Appointments, a secure testing site, and proper technology are required. No appointments should be scheduled after 4:15 p.m. Saturday.

Running head: NAME OF CASE IN ALL CAPS

MBA 6570
Title of Case
Your Name

Overview of Case

Provide a brief summation of the case from a managerial perspective.

Short Term Problem

Sometimes the problem will seem obvious. You should note the obvious problems listed in the text and any others that you may identify based on your knowledge of the text chapter that you have read associated with the case. There may be other problems that you recognize that are not obvious in the case. When using a text reference, be sure to cite the author of the textbook in the work (Daniels, 2015) and provide a full reference at the end (see References).

Long Term Problem

Often the short term problem will be a symptom of a long term problem (one that has been in existence or one that will be created if the short term problem is not resolved). Indicate in your discussion long term problems that you have identified.

Issues

Issues are different from long or short term problems in that they may include both internal and external situations that have bearing on the outcome. These should not be a recapitulation of the short or long term problems. Identify issues that underlie the long and short term problems.

Alternatives

Alternatives should include responses for best-, worst-, and most-likely case scenarios. These alternatives are not merely based on what you think could happen, but should include what the course of action of the manager should be given each of those situations.

Recommendation

If you were in the decision-making role for your organization, what would your recommendation be (based on the alternatives and courses of action that you generated)?

Action Plan

How should your organization proceed based on your recommendation?

NAME OF CASE ALL CAPS

References

Daniels, J.D., Radebaugh, L.H., and Sullivan, D.P., (2015). *International business: Environments and operations 15e* Boston: Pearson.

Evaluation Rubric – Case Analysis

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Differentiate/Evaluate	Fails to Meet 0	Meets 1	Exceeds 2
Knowledge (D)	Misconstrues issues. Shows little or no grasp of international/global issues. Cannot recognize basic content.	Presents a satisfactory perspective of international issues. Briefly cites data/information needed. Recognizes basic content.	Presents a clear understanding of international issues. Effectively critiques issues and examines inconsistencies. Demonstrates understanding of complex international content.
Examine (D)	Shows no coherent explanation of international issues. Large gaps in reasoning. Answers by rephrasing the question. No depth of exposition.	Uses reasonable judgment in examination of international issues. Provides sufficient explanation. Main arguments are stated sufficiently.	Uses outstanding judgment in examination of international issues. Succinct explanation. Main arguments are stated and supported by substantial depth of explanation.
Analysis (D)	Presents an incomplete analysis of the issues identified. Does not use appropriate international business concepts.	Presents a thorough analysis of most issues identified using appropriate international business concepts.	Presents an insightful and thorough analysis of all issues identified using appropriate international business concepts.
Investigate (E)	Fails to sufficiently identify challenges and opportunities faced in international business expansion and development.	Sufficiently identifies challenges and opportunities faced in international business expansion and development.	Identifies and fully investigates the challenges and opportunities faced in international business expansion and development.
Evaluate (E)	Does not yet demonstrate awareness of inter-relationships among self, the discipline, society, and culture.	Demonstrates some awareness of inter-relationships among self, the discipline, society, and culture.	Clearly demonstrates an awareness of inter-relationships among self, the discipline, society, and culture.