



FACULTY-LED
STUDY ABROAD

KIIS Austria Program, Summer 2021

MGT 305 International Business

Professor: Dr. Timothy G. Bryan, CPA

Email: bryanti@marshall.edu

Instructor's Office Hours: on site and by appointment

Syllabus subject to change

Textbook

International Business, 2nd Edition, Geringer, Michael, McNett, J., Ball, D., McGraw Hill. The text is available to rent as an eBook, rent a test or purchase as loose-leaf.

Course Description

The goal of this course is to train future U.S. business managers to understand the differences in cultures, economic systems, and business practices in the global marketplace. Students will gain understanding of the international language of business and will be better prepared to discuss the worldwide aspects of each business function. Comprehensive discussions and analysis of international business will be facilitated in the environment where international businesses compete.

Overall KIIS Program Student Learning Outcomes

KIIS Study Abroad Mission Statement: KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to: 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location). 2) Develop skills to interact comfortably in a global setting. 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective

essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KISS measure the effectiveness of its study abroad programs.

Learning Outcomes

- Define international business and discuss how it differs from domestic business.
- Define and discuss key terms and concepts related to international business.
- Acquire a basic understanding of the structure of the global economy and the perspectives of various actors in the global economy.
- Make well-reasoned suggestions about how to address many of the challenges and opportunities within an international business setting.
- Knowledgeably discuss some of the key public policy, ethical and environmental issues that are typically connected to international business.
- Discuss the challenges that countries in European Union (EU) have in participating in world trade.

Student Performance Evaluation:

Student performance will be evaluated by the following percentage system:

	Weight	Grading Basis
Final Exam	25%	Individual
Midterm	25%	Individual
The Project	20%	Team
Homework	20%	Team
Class Participation	10%	Individual
Total	100%	

Letter grades will be given according to the following: 90-100 A, 85-90 B+, 80-84 B, 75-79 C+, 70-74C, 66-69 D+, 60-65 D, 0-59 F. University regulations require that a student may be considered for an “incomplete” only with 70% of the course work approved.

Class Participation (10%)

Without your active class participation and valuable contributions, we cannot fulfill our goals. You are expected to attend each every class, take notes, raise questions, and participate in class discussions. Failure to attend classes without valid excuses may result in a reduction of the final grade up to 5%. Attendance will be taken randomly.

Homework (Teamwork, 20%)

Two homework projects will be assigned and graded on the team basis. Doing homework is important to understand the material covered in class and very helpful for your exams. Please check the class schedule for the homework due time. Late submitted homework will NOT be graded.

Project (Teamwork, 20%)

In this project, each 3-5 student group needs to conduct an in-depth investigation of how an U.S. firms address issues involved in managing a global business enterprise.

1. What are the specific issues that U.S. firms face as they seek to compete in the EU?
2. How does a specific company in the U.S. address the various issues of international business management?
3. What are strategies that the specific U.S. firm needs to adopt to compete in the EU area?

Each group is required to present their research in the class.

More details will be provided in class.

Exams (50%)

There will be a midterm exam and a final exam. Academic integrity policy will be strictly maintained. Exam dates can be found in the class schedule. Exams must be taken as scheduled. There are no make-ups. Missing of exams without eligible excuses will result in zero point for the respective exam.

Tentative Class Schedule

Class	Topics	Ch.	Notes
1	International Business Overview	1	
2	International Trade & Investment	2	
3	Sociocultural Forces	3	
4	Sustainability and Natural Resources	4	
5	Political Environment of Global Trade	5	
6	Economic and Socioeconomic Forces	7	Hw1 due
7	International Monetary System	8	
8	International Accounting & Financial	15	
9	Midterm		
10	International Competitive Strategy	9	Hw2 due
11	Organizational Design and Control	10	
12	Global Leadership Issues	11	
	International Markets: Assessment & Entry		
13	Modes	12	
14	Marketing Internationally	13	
15	Project Presentations		
16	Presentations and Final Review		
17	Final Exam		

Attendance Policy

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

Disability Accommodation

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

Title IX / Discrimination & Harassment

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS

Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Andrea Anderson (270-745-5398 / andrea.anderson@wku.edu) or WKU's Title IX Investigators, Michael Crowe (270-745-5429 / michael.crowe@wku.edu) or Joshua Hayes (270-745-5121 / joshua.hayes@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky 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, <https://www.wku.edu/heretohelp/> at 270-745-3159. For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>: additional Title IX resources can be found here <https://www.wku.edu/eoo/brochure2019update.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.