



## KIIS Austria, Summer 2022

### MGT 316 International Management

*Syllabus subject to change*

#### Course Description

Want to experience first-hand how European firms address issues of managing a global business enterprise? Through this course, you will have a chance to observe and examine the workings of business operations on-site in Bregenz as well as nearby European cities such as Vienna. You will be able to gain an understanding of the managerial challenges, technological enablers and environmental concerns of managing business in a global environment. A European perspective of international business management will be beneficial to US firms as they seek to compete in the global arena.

#### 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 KIIS measure the effectiveness of its study abroad programs.

#### Course Objectives and Specific Learning Outcomes

1. Develop an understanding of the impacts of globalization on international management.
2. Learn underlying concepts and implications of the multi-dimensional nature of a global business environment.
3. Evaluate the strategic importance of sustainable global business practices.
4. Develop the ability to respond to global opportunities with new ways in managing a global business enterprise.

#### Learning Outcomes

After completing this course, students will be able to:

1. Discuss the importance of globalization and its impacts on international management.
2. Examine political, legal, and technological dimensions of a global business environment.
3. Examine cultural and social issues of international management.
4. Examine environmental issues that are of global concerns.
5. Compare international management approaches between European and American businesses.

### Major Topics covered in the Course

The objective of the project is to conduct an in-depth investigation of how European firms address issues involved in managing a global business enterprise.

During our field trips, you will be able to observe, conduct interviews, and research on the following:

1. What are the specific issues facing European firms as they seek to compete internationally?
2. How does a specific company in Europe address the various issues of international management?
3. What lessons have you learnt from the trip that will be beneficial to US firms as they seek to compete internationally?

You are to present your findings to the questions above in class.

### Required Readings

To be announced.

### Graded Assignments

Your final grade will be determined as follows:

Class Participation	20%
Quizzes	25%
Homework	25%
Project	15%
Exam	15%

Numerical grades will be converted to letter grades as follows:

A = 90-100; B = 80-89; C = 70-79; D = 60-69; E = 0-59.

### Class Participation

There will be discussion, field trips and in-class exercises such as case analyses. Your willingness to actively participate with insightful comments and/or opinion is to be expected.

### Tentative Course Schedule

Week	Topic	Readings
1	Globalization <ul style="list-style-type: none"><li>• Global economy</li><li>• International market</li></ul>	Content 1 <ul style="list-style-type: none"><li>• Globalization &amp; International Linkages</li></ul>
Field Trip 1		

2	International Strategy <ul style="list-style-type: none"> <li>• International expansion</li> <li>• Strategic Orientations</li> <li>• Integration Strategies</li> </ul> International environment <ul style="list-style-type: none"> <li>• Political systems</li> <li>• Legal and regulatory systems</li> <li>• Technological developments</li> </ul>	Content 2 <ul style="list-style-type: none"> <li>• Strategies for International Competition</li> </ul> Contents 3 <ul style="list-style-type: none"> <li>• The Political, Legal, &amp; Technological Environment</li> </ul>
Field Trip 2		
3	Cultural differences	Content 4 <ul style="list-style-type: none"> <li>• Managing Across Cultures</li> </ul>
Field Trip 3		
4	Corporate responsibility	Content 6 <ul style="list-style-type: none"> <li>• Ethics, Corporate Responsibility, &amp; Sustainability</li> </ul>

#### **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](mailto: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](mailto: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, Deborah Wilkins (270-745-5396 / [deborah.wilkins@wku.edu](mailto:deborah.wilkins@wku.edu)) or WKU's Title IX Investigators, Michael Crowe (270-745-5429 / [michael.crowe@wku.edu](mailto:michael.crowe@wku.edu)) or Joshua Hayes (270-745-5121 / [joshua.hayes@wku.edu](mailto: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/eo/titleixbrochure2020.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.