



KIIS Austria Program, Summer 2023

MGT 303: International Business

Instructor: Dr. J. Ian Norris

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Instructor's office hours: on site and by appointment

Syllabus subject to change

1. Course Description:

(from WKU catalog): Fundamentals of international business particularly in planning, organizing, and control aspects of the multinational enterprise. Roles of government, culture, foreign currency, taxes, political risk, and legal formalities for small and large firms entering new markets are emphasized.

A specific emphasis will be placed on sustainability. Austria and Germany are leaders in the International Business environment both in terms of their commitment to sustainable business practices as well as the pursuit of alternative sources of energy. Specific concepts to be addressed include Triple-Bottom Line Accounting, lean manufacturing processes, zero-waste initiatives, and Lifecycle assessment. Whenever possible, instruction will be conducted through field experiences, case studies, and discussion.

Likely field experiences will include

- A visit to the BMW museum in Munich and a possible tour of BMW's Munich production plant
- A tour of the floating stage in Bregenz, which hosts the internationally renowned opera festival *Bregenzer Festspiele*
- Visits to local/regional artisans, such as cheesemakers in the Bregenzerwald (forest foothills around Bregenz)

2. 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.

3. Course Objectives and Specific Learning Outcomes:

- Apply a basic understanding of the functional areas of business—management, marketing, accounting, finance, etc., to the international business environment (market analysis assignment, discussion)
- Analyze the marketing environment of real business organizations operating internationally (case study, field experiences)
- Develop a deep understanding of a specific international market and communicate that understanding to others (market analysis assignment, field experiences, discussion)
- Implement effective international business strategy based on concepts and principles from class (market analysis assignment)
- Develop excellent written and oral business presentation skills (market analysis assignment)

4. Major Topics covered in the Course:

1. International trade environment
2. Economic environment
3. Sociocultural forces
4. Natural environment and sustainability
5. Regulatory and political forces
6. International strategy/market entry
7. International leadership and human resources

- 8. International marketing
- 9. Financial forces

5. Fulfillment of General Education Requirement: This course is required for the International Business concentration at Berea, and will also count as an elective for any concentration in the major. The course also fulfills the International (Western) Perspective. Please check with your own institution as to how the course will transfer into your program of study.

6. Required Readings and Materials: Readings will consist of cases and articles posted to Google classroom. There is no required text.

7. Graded Assignments:

Market analysis project. The major course project is a market analysis that you will conduct over a country of your choice. This will likely be a Western or Central European country that you plan to visit during the program. For each topic (e.g., natural resources, political/legal forces, economic forces, etc.) you will research some data to present (informally) to the class. In each class session, we will essentially teach each other the course content by constructing an analysis of the country we are investigating.

The end goal of the project is to make some strategic recommendations that connect the market analysis to the sustainability theme. Through the market analysis, you will identify the major challenges to sustainability that face the country, threats and opportunities in the economic, political/legal, natural resource, and technological environments related to sustainability that are facing businesses with operations in the country, and generate specific forecasts and recommendations that follow from this analysis.

Points will be assigned based on 1) contributions to each class session for the assigned topic and 2) a presentation and written report that will be completed on the final class day. A more detailed assignment and rubric will be provided.

Quizzes. In lieu of exams, there will be short quizzes each and every class period over the assigned reading. These will generally be in the range of 4-6 questions per quiz.

Discussion and participation. Some class days we will have field experiences that may include tours of facilities or talks with local and regional business managers. Some of these experiences will involve travel, either as part of the program, or as assigned based on your own travel itineraries. In many cases, class assignments will be incorporated into these experiences for which you will receive course credit. This is known as "place as text".

It is essential that you are an active and engaged participant in these experiences. Any unexcused absence from a required field experience will result in the automatic forfeiture of all participation points. Likewise, any unexcused absence from any class session for any reason will also result in a forfeiture of these points.

Grade evaluation:

Market analysis project	40%
Quizzes	20%
Class assignments (Place as text)	20%
Participation	10%

8. 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.

9. 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.

10. 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, Ena Demir (270-745-6867 / ena.demir@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/eeo/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.