UCLA Extension

374010: International Business Management

MGMT-X 460.99

Summer 2020   Section 1   4 Credits   06/23/2020 to 09/01/2020   Modified 06/21/2020

🖥 Description

This course emphasizes the managerial process in the international environment and provides an operational assessment of the fundamental issues involved in the management of international and multinational corporations. Instruction focuses on analyzing case studies related to upper and middle management issues, although the lessons apply to all levels and functions of international operations. Topics include matching foreign investment strategies with local conditions, managing export/import operations, trade and direct investment, local sourcing versus importing components, licensing and international joint venturing, designing organizational structures that match changing international conditions, managing a global structure, managing political risks, acquisitions, and integrating new businesses and dealing with international ethical considerations.

◎ Objectives

The key objective of this course is to provide the student with real world management tools and concepts that can be utilized in planning, organizing, delegating, and controlling all aspects of an international endeavor from start to finish.

Specifically, this course will focus on strategic planning, decision-making, problem solving, and technology management as they relate to managing across borders and cultures.

📊 Outcomes

As a result of taking this class, the student will:

- Learn to develop a practical skillset and mindset designed to help them succeed in business management in an ever-changing global business environment
- More accurately identify the special needs of international business markets including the various social, cultural, economic and legal complexities and risks which face managers working within the highly competitive international environment
- Accurately analyze the impact of external forces on global marketing decisions and assess cross-border human resources and labor policies and practices
- Identify international trade rules, regulations, and trends that offer opportunities and/or threats
- Understand the role of international management as it applies to the Key Functional Areas such as admin, marketing, sales, human resources, supply chain management, finance, and business planning.
- Learn how to manage a variety of business functions across national borders
- Learn effective communication strategies for interpersonal encounters.

📘 Materials

International Management: Managing Across Borders and Cultures

Helen Deresky

Publisher: Pearson

(9th Ed)

ISBN-13: 978-0134376042

ISBN-10: 0134376048

Recommended Readings

Journal of International Business Studies, The Economist, Wall Street Journal, Asian Wall Street Journal, Financial Times, Los Angeles Times, Forbes, Business Week, and Harvard Business Review.

✔ Evaluation

Grades are assigned based on a combination of points in Canvas, plus class participation, including attendance and teamwork. All work will be graded within seven days of the due date. A full explanation of content discussion questions, assignments, and other course components appears on the appropriate weekly pages of this syllabus.

A	96% -100%
A-	90% -95%
B+	87% - 89%
B	83% - 86%
B-	80%- 82%
C+	77% - 79%
C	73% - 76%
C-	70% - 72%
F	below 70%

Criteria

The final course grade will be based on a combination of class participation and completion of assignments as follows:

15%   Discussion participation

35%   Weekly writing assignments

50%   Term project

Please see the Discussion Rubric for further information on grading policies.

✳ Course Policies

Assignments

This class will be a hybrid-like course with weekly written assignments to be submitted in Canvas, and "live" online weekly sessions on Adobe Connect. The "live" online sessions will be recorded and will be available throughout the course for those who miss a weekly Adobe Connect session. Your grades will be assessed by the quality and relevance of your Weekly Canvas submissions combined

with regular attendance at the weekly "live" Adobe Connect sessions.

You should be prepared to submit your assignments on the days stipulated and post all written assignments on Canvas by the due date. However, the classroom should be active all week -- not just on the assigned dates. Pacing your work earlier in the week will give you more time for unexpected interruptions or for larger projects when you need it.

I am more interested in how you perceive the assigned information, and less interested in repeating what the text has to offer on a subject, or cutting and pasting other's writings (unless it further clarifies your observations - in this case attribute the author). Your posts should feature good writing, correct spelling and mechanics. We judge one another substantially by the quality, clarity and depth of our writing. Communication should be professional and use good netiquette. In the spirit of scholarly discussion, I expect responses that agree and disagree with others as long as they apply to the topic and are respectful. In our learning model, the heart of active learning occurs through the discussions that help you test your ideas, reinforce what you have learned, and share resources with others in the class.

Responses to your Postings: Feel free to email or text me, I will be available online most hours of the week and will respond to text questions within 24 hours. I do not have regular office hours on campus.

If, after reading the assignment, you do not understand what to do, please text or email me immediately so that I can explain the assignment – for fastest action, send me a short text alerting me to your more comprehensive email. This is much better than turning in an assignment that is not done correctly and losing points. All work will be graded within seven days of the original due date.

For technical problems with Canvas, please contact technical support. If there is something sensitive you would not like to share with others, respond to my email EuroPacZeph@gmail.com.

Thank you for your thoughtful reading of the expectations; I welcome your comments. Have a great learning experience!

Discussion Rubric

This rubric will be used to assess the quality of your initial responses and interaction in the online discussion forums. Please use this tool as a guide when constructing your postings.

	Unsatisfactory	Basic	Proficient	Distinguished
Mechanics of the Posting	Uses incomplete sentences, is unstructured in its organization, and includes frequent or consistent errors in mechanics (grammar, spelling, usage) in each paragraph. The posting is unreadable and there is a distinct lack of tone.	Uses complete sentences and the posting is comprehensible. The organization could be improved to present a more coherent argument, statement, or question. Includes 2-3 mechanical errors grammar, spelling, usage) per paragraph. The tone is respectful.	Uses complete sentences, organization is evident, and the posting includes no more than one mechanical error (grammar, spelling, usage) per paragraph. The tone is clear and respectful	Uses complete sentences, organization is clear and thoughtful, the posting is grammatically correct, and free of spelling errors. The tone is clear and respectful.
Participation in the Discussion	Provides minimal comments and information to other participants in the forum.	Provides comments, and some new information on a sporadic basis. Interacts with only 2 participants in the forum.	Provides comments, discussion, questions, and new information on a fairly regular basis. Interacts with three or more participants in the forum.	Provides comments, discussion, questions, and new information on a regular, active, and weekly basis. Shows a high degree of interaction with five or more participants in the forum.

Content of Posting	Writes a general or superficial posting that is unrelated to the discussion at hand and/or posts no comments.	Demonstrates a restricted understanding of the concepts, topics, and ideas as evidenced by posting information that could be derived from prior posts and/or including highly general comments.	Demonstrates an adequate understanding of the concepts, topics, and ideas as evidenced by posting superficial, or general statements in the forum. Includes a few details in the posting.	Demonstrates a solid understanding of the concepts, topics, and ideas as evidenced by thoughtful responses and questions that show a clear connection (are integrated) with the course material at hand. The posting shows depth, and includes many supporting details.
Critical Thinking Evidenced by Posting	Provides no evidence of agreement or disagreement with an existing discussion.	Indicates agreement or disagreement with an existing discussion but provides no justification or explanation for comments.	Indicates agreement or disagreement with an existing discussion including a limited explanation or justification. Provides comments, discussion, and questions without a clear connection to the course material at hand.	Demonstrates a critical analysis of an existing posted idea or introduces a different interpretation to an existing concept or idea. Includes comments, discussion, and questions that have a clear connection (are integrated) with the course material at hand.

🏛 Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at: https://www.uclaextension.edu/pages/str/studentConduct.jsp (https://www.uclaextension.edu/pages/str/studentConduct.jsp)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Service for Students with Disabilities Office at (310) 825-7851 or by email at access@uclaextension.edu. For complete information see: https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp (https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see: https://www.uclaextension.edu/pages/str/grading.jsp (https://www.uclaextension.edu/pages/str/grading.jsp)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at http://policy.ucop.edu/doc/4000385/SHSV (http://policy.ucop.edu/doc/4000385/SHSV).

⊟ Additional Items

Protecting Privacy and Data During Remote Instruction

This class/meeting is being conducted over Zoom or Conference Room Adobe Connect. As the host, I may be recording this session. The recording feature for others is disabled so that no one else will be able to record this session. No recording by other means is permitted. This session will be posted on the Canvas class website unless otherwise notified. If you have privacy concerns and do not wish to appear in the recording, do not turn on your video. If you also prefer to use a pseudonym instead of your name, please let me know what name you will be using so that I know who you are during the session. If you would like to ask a question, you may do so privately through the Zoom chat by addressing your chat question to me only (and not to ""everyone""), or you may contact me by another private method. If you have questions or concerns about this, please contact me.

Pursuant to the terms of the agreement between the vendors (Zoom/AdobeConnect) and UCLA Extension, the data is used solely for this purpose and the vendor is prohibited from re-disclosing this information. UCLA Extension also does not use the data for any other purpose. Recordings will be deleted when no longer necessary. However, the recording may become part of an administrative disciplinary record if misconduct occurs during a video conference.

Course and Instructor Evaluation

UCLA Extension values your feedback on course and instructor evaluations. We ask all students to take a few minutes to complete an end-of-course evaluation survey. Updates to the course and instruction are influenced by your feedback. Understanding your student experience is essential to ensure continuing excellence in the online classroom and is appreciated by your instructor and the UCLA Extension academic leadership.

Your participation in a survey is voluntary, and your responses are confidential. After instructors submit grades, they will be given an evaluation report, but this report will not contain your name.

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
  - What are the basic computer specifications for Canvas? https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas (https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-

computer-specifications-for-canvas)
- Which browsers does Canvas support? https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support (https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as **access to the online environment of a specific course is limited to 30 days after the final course date**, as listed in the course catalog.

If you need assistance downloading student materials from your course, please contact Canvas Support or the UCLA Extension Learning Support Team.

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on **Help** (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support
The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: http://support.uclaextension.edu (http://support.uclaextension.edu/)

Campus Safety Escorts

For students taking classes held on the UCLA campus and in and around Westwood Village, the UCLA Police Department provides a free walking escort service every day of the year from dusk until 1 a.m. Community Service Officers (CSOs) are available to walk students, faculty, staff members and visitors to and from anywhere on campus, in Westwood Village, and in the village apartments. CSOs are uniformed students who have received special training and are employed by the UCLA Police Department. To obtain an escort, please call (310) 794-9255 and allow 15 to 20 minutes for your escort to arrive. For complete information, see: https://www.ucpd.ucla.edu/services/community-service-officers-csos/evening-escorts (https://www.ucpd.ucla.edu/services/community-service-officers-csos/evening-escorts)

📅 Schedule

International Business Management

Winter 2019

PLEASE REFER TO MODULES AND/OR ASSIGNMENTS FOR WEEKLY ASSIGNMENTS, AS THE SCHEDULE OF ASSIGNMENTS CAN CHANGE FROM WEEK TO WEEK DEPENDING ON LEVEL OF EXPERIENCE OF THE CLASS AND/OR CHANGING EVENTS IN THE MARKETPLACE.

NOTE: Course Assignments (Due by midnight on Sunday of the following week)