

Business 327 - Managing Global Organizations
Fall 2016 – CPS 310
School of Business & Economics

Instructor: Professor Adjunct, Wayne Ashenberg, BS Mathematics (UWSP); Member of the American Academy of Actuaries (MAAA); Fellow of the Casualty Actuarial Society (FCAS); Harvard Program for Management Development (PMD); Retired Fairfax Financial Holdings: CEO of Fairmont Specialty Group & International Consultant.

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Office Hours: One hour before class or by appointment (best by appointment)

ADA Statement: If you feel you may need as accommodation or specials services for this class, please see me or call the service at 346-3365.

Students Rights and Responsibilities: Please review the information at <http://www.uwsp.edu/centers/right/RRBOOKET8-2005-06.pdf>

Course Description and Objectives: This is an introductory international business course. By the end of the course, you should have a general understanding of the

- (1) Challenges associated with doing business in an international environment;
- (2) Various political, cultural and legal issues that impact international business activity;
- (3) International institutions and practices that impact international business;
- (4) Trade, investment options and the importance of foreign exchange rates;
- (5) Interactions between businesses and governments related to international commerce; and
- (6) Management implications of international business strategy and operations.

Course Materials: All course material will be posted in D2L. The text is International Business (Competing in the Global Marketplace) by Charles Hill 10th edition, available through text rental, published by McGraw-Hill.

Format: Discussions/lectures, case studies, application assignments, company research, outside readings, guest speakers, presentations and small group work.

Note: You must check your UWSP student account and the D2L site a couple of times a week to stay current with class announcements, posting and information distributed electronically.

Supplementary student support materials: Students should log on to the textbook website: <http://www.mhhe.com/hill>. That site has among other available resources, an Online Learning Center that contains practice quizzes, Power Point slides of all chapters as well as Internet exercises.

The required text may be supplemented by outside readings from selected periodicals and journals. Reading of the Wall Street Journal, or a similar business paper, on a regular basis will be especially helpful in dealing with issues of current interest to this class.

Cases at the end of each chapter/part may be assigned for individual presentation and discussion in class.

Attendance: I expect you to be in class and have read the required material. Since we only meet once a week, any more than one unexcused absence will result in a lowering of your grade.

Academic Honesty: While discussion and sharing of ideas are an important part of the course, students are required to complete their own work unless the project is a group assignment. If it is a group assignment, equal contributions are expected. Asking another person for help if you are stuck is expected but having someone do your work or copying another student's work is NOT permitted and is cheating. Any behavior that is cheating or plagiarism will be dealt with as prescribed by UW-SP, Chapter 14 of the Rules of the board of Regents of the University of Wisconsin System, Wisconsin Administrative Code.

Research and Plagiarism: You must reference all sources in the body of any paper or presentation and on a complete reference page, whether you are quoting or paraphrasing. The rule of thumb is **ANYTHING NOT COMMON KNOWLEDGE MUST BE REFERENCED. Failure to do so will result in a lowered or failing grade. Be aware that UW-SP subscribes to a plagiarism detection service TURNITIN.COM and any cases of plagiarism will be prosecuted.**

Learning Activities and Assignments with Due Dates – no late work is accepted. Your final grade will be weighted on the following factors

1. **Quick Quiz (10): 20%** weight will be given to your quick quiz results. The quick quiz will be comprised of a limited number of True/False, Multiple Choice and one/two focused essay question(s). These quizzes will generally be given at the beginning of the class for fifteen minutes – don't be late.
2. **Global Edge Exercises: 20%** weight will be given to your Global Edge Exercise scores. These are intended to be 'real world' exercises in a real company environment. You will be expected to select one of the identified Global Edge Exercises (total of four exercises throughout the semester) per the class schedule; complete it in a one/two page written format and submit it to the instructor on the identified due dates (per the schedule).

- a. Four Global Edge Exercises are due over the course of the semester (see class schedule for due dates).
 - b. You are responsible to select one of the Global Edge Exercises from the chapter(s) covered in class (see class schedule).
 - c. You are expected to submit a one/two page ‘professionally’ written document (assume as employee to manager) which includes the following:
 - i. Identify the specific Global Edge Exercise you are completing
 - ii. Summarize the question/problem as reflected in the Exercise in your own words.
 - iii. Specifically answer the question/problem – include data tables if appropriate. Be precise and to the point.
 - iv. Include any and all references at the end of your page – if taken from a website, include the website address.
3. **Specific Company Presentations: 20%** weight will be given to your participation in the development and presentation of an individual company research project. Your team will select and research a publically traded, global firm domiciled within your assigned country. Your basic goal is to explain the company’s business, culture and competitive strategy. You will present your findings in PowerPoint presentations to the class ‘management’ for their reactions. See attached page and semester schedule for delivery dates.
- a. **Public Company Selection** within assigned country – October 6, 2016
 - i. Choice of public company should consider
 1. Available/accessible information (Internet sources, library, articles, etc.)
 2. Size, age and financials of company
 3. Company’s potential for future expansion – both domestically and internationally
 - ii. Company selection must be approved by instructor
 - b. **Public Company Officer Selection** should include – October 6, 2016
 - i. Chief Executive Officer (CEO) - _____
 - ii. Chief Financial Officer (CFO) - _____
 - iii. Chief Marketing Officer (CMO) - _____
 - iv. Exec. VP of Sales (EVP Sales) - _____
 - v. Exec. VP of Operations (EVP Operations) - _____
 - vi. Exec. VP of Information Systems (EVP IS) - _____
 - c. **Public Company ‘New Employee’ Presentations** – October 20 & 27, 2016
 - i. Describe your company by function – check company websites
 1. History & Products
 2. Demographics
 3. Organizational Structure

- 4. Financial Results
 - ii. Emphasis on strengths and strategic plan
 - iii. Anything else important about your company
 - iv. Your audience is your new employees

- d. **Public Company ‘Investor’ Presentation** – December 8 & 15, 2016
 - i. Presentation should include reference to chapters 12 through 17
 - ii. Domestic strategy
 - iii. International strategy
 - iv. You can go in the same or a different direction than the company’s strategy
 - v. Your audience is your investors

- 4. **Mid-Term Exam: 20%** weight will be given to the mid-term exam. The mid-term exam will include a combination of True/False, Multiple Choice and focused Essay questions related to the designated text chapters.

- 5. **Final Exam: 20%** weight will be given to the final exam. The final exam will include a combination of True/False, Multiple Choice and focused Essay questions related to the designated text chapters.

Welcome to class! I hope this course meets your expectations and helps you in your pursuit of a business career. The world has changed and globalization is here to stay. No matter where you come from, all businesses/individuals need to recognize who their competition is, where it comes from and what they will need to do to remain in business.

Your business career will be unique to your own objectives and efforts!

EXAMPLE OF GRADING

Global Edge Exercise Scores

Exercise # _____ from Chapter(s) _____

Due Date: _____, 2016

Student: _____

| <u>Item</u> | <u>Potential Score</u> | <u>Actual Score</u> | <u>Comment</u> |
|-------------------------------------|------------------------|---------------------|----------------|
| On time | 10 | 10 | |
| Clearly identify the exercise | 10 | 10 | |
| Restate the exercise question/issue | 15 | 15 | |
| Answer the exercise question/issue | 50 | 30 | * |
| Document your references/resources | <u>15</u> | <u>15</u> | |
| | 100 | 80 | |

Comments:

* Overall, this is a good, 'reader-friendly' paper. I like your block format differentiating the term and definition.

It would have been helpful to the reader if you had elaborated a little further and explained the definitions in your own words (definition, then your explanation as related to the chapter/class/business). You should also always include a closing paragraph (sentence) after the definitions. As written the reader (boss) is left hanging after the table of terms/definitions.

Remember you will always impress your boss/manager if your memo adds value beyond a simple restatement of the term definitions. What has the 'boss' learned from your input? What value have you added to the company?