COURSE SYLLABUS

Course Prefix & Number	BUS 327
Course Name	Managing Global Operations
Term	Fall 2022

1. COURSE INFORMATION

1.1. *Instructor Information*

Instructor:	Dr. Deborah Beyer
Office:	CPS 414
Physical Office Hours:	Tuesday/Thursday: 10 – 11; Thursday 3:30 – 4:30 (Due to CPS roof repairs, all office hours will be virtual from 9/25 to 11/17)
Virtual Office Hours:	Wednesday 10 – 11(on Zoom); by appointment
SBE Telephone:	715-346-2728 (use email to contact me directly)
E-mail:	dbeyer@uwsp.edu (preferred method of contact)
Expected Instructor Response Time:	24 hours. Please contact me with any questions you may have.

1.2. *Course Information*

Course Description:	General concepts, techniques, and practices related to managing global organizations. Challenges, rewards, risks, and consequences of managing in diverse countries are discussed. Various cultural theories are studied. Emphasis is placed on the comparison of Western cultural influences to non-Western cultural influences on accepted business practices.
Credits:	3
Prerequisites:	Bus 320 or 325

Course format:

For each chapter, materials will consist of 1) PowerPoint Slides, 2) Videos and/or Application Exercises, 3) Quizzes, 4) SmartBook 2.0 Reviews. At the end of every 3-4 chapters, there will be an exam.

PowerPoint Slides: PowerPoint slides used in class will be available in Canvas prior to each class period. Students are encouraged to refer to these slides and take notes during class time.

Homework, including *Videos and/or Application Exercises* are found on the McGraw-Hill Website and are designed to help you work through the material covered in each chapter. They will be assigned throughout the course. Due dates for the homework will be clearly listed on Canvas at least one week in

advance. No late homework will be accepted, however, the two lowest scores from this category will be dropped from the final homework average. At times we'll use the material presented in these videos/application exercises as a basis for class discussions.

Quizzes: There will be a *Connect* quiz on the concepts covered in each chapter. The lowest 2 quiz scores will also be dropped from the final quiz average. Quizzes must be completed by the due date.

Smart Book 2.0: Smart Book Reviews will be available for each chapter on McGraw-Hill *Connect* to help students study the material. These reviews are optional but recommended; material from them may appear on exams.

Exams: Each of the three exams will consist of multiple-choice questions, matching, and essays. Exams will be based on class discussions, assigned readings, and assignments.

Project: Students will work in small groups to present a final project on an international company at the end of the semester. More details to come.

1.3 Textbook & Course Materials

Required Text(s):	*International Business,* 3th ed., by Geringer, McNett, and Ball, 2023
Other Required Materials / Applications:	• Accompanying McGraw-Hill *Connect* website ($55 access fee)

1.4 Course Technology

Course Website:	Canvas
Other Websites:	McGraw-Hill *Connect*
Course Delivery:	In person; 2:00 – 3:15 Tuesday/Thursday CPS 210
Delivery Mode Changes:	Changes to course delivery may occur at any time during the term to address public health and safety concerns.

Canvas Support:	Click on the HELP button ( ) in the global (left) navigation menu and note the options that appear:
	• Ask Your Instructor a Question
	Submit a question to your instructor
	    o Use Ask Your Instructor a Question sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
	• Chat with Canvas Support (Student)
	Live Chat with Canvas Support 24x7!
	    o Chatting with Canvas Support (Student) will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
	• Contact Canvas Support via email
	Canvas support will email a response

- o Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your difficulty.
- Contact Canvas Support via phone
  Find the phone number for your institution
  - o Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
- Search the Canvas Guides
  Find answers to common questions
  - o Searching the Canvas guides connects you to documents that are searchable by issue. You may also opt for Canvas video guides.
- Submit a Feature Idea
  Have an idea to improve Canvas?
  - o If you have an idea for Canvas that might make instructions or navigation easier, offer your thoughts through the *Submit a Feature Idea* avenue.

Self-train on Canvas through the Self-enrolling/paced Canvas training course: https://uws.instructure.com/courses/45767

UWSP Technology Support:	The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at techhelp@uwsp.edu or at (715) 346-4357 (HELP) or visit: https://www.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx
	For technology instruction sheets, online support videos, and other related resources, go to: https://www.uwsp.edu/online/Pages/Student-Support.aspx
	The university also provides a Technology Tutoring service in which tutors meet with students one-on-one to provide technology assistance. To receive help of this nature visit**:** https://www.uwsp.edu/tlc/Pages/techTutoring.aspx
	Additional tools designed to help students taking online or hybrid courses can be found at: https://www.uwsp.edu/online/Pages/Online%20Student%20Orientation.aspx

2 LEARNING OUTCOMES

2.1 Course Goals

The major goal of this course is to provide students with an introduction to the field of International Business. As globalization penetrates further into national business environments, managers need to take a global perspective on business activities. This course explores the cultural, political, and economic environment of businesses that operate globally, as well as how global financial markets and the monetary system function. Overall, this course was designed to improve students' understanding of overall management practices and global issues that affect how international business operate.

2.2 Course Learning Objectives

SBE Program Assurance of Learning Objectives
2a. Students will be able to identify the regional benefits from a greater presence of local business in global markets. (Factors affecting local U.S. firms looking to globalize their operations will be discussed in class.)
2b. Students will be able to describe the structural changes in the local economy that result from globalization.

Course learning outcomes:
1. Evaluate the challenges and global issues associated with doing business in an international environment
2. Explain various political, cultural, and environmental issues that impact international business activity
3. Illustrate economic and socioeconomic forces in international business, and indicators used to assess them
4. Relate working knowledge of exchange rate quotations and the FX market
5. Explain international strategy, leadership competencies, and international competitive advantage
6. Identify product strategies for marketing in an international setting

2.3 Academic Unit

SBE Mission:	The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:
- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

Accreditation Commitment:	SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

3 COURSE POLICIES

3.1 Attendance

Attendance and participation are expected and integral to this class. Attendance will be taken weekly and participation will be assessed based on class discussions. This component is worth 10% of your final grade. Two attendance grades will be dropped.

3.2 Late Work

Whereas late homework is not accepted, the two lowest homework scores will be dropped. The same holds true for the chapter quizzes.

3.3 Etiquette/Netiquette

"Normal" protocol applies! Please treat everyone in the class with respect. Use your cellphone only when looking up information pertinent to class discussions.

4 GRADING

4.1 Grading Scheme

Letter Grade	Percentage Range (x = your score)				
A	92.0%	≤	x	≤	100.0% (or other max)
A-	90.0%	≤	x	≤	91.9%
B+	87.0%	≤	x	≤	89.9%
B	82.0%	≤	x	≤	86.9%
B-	80.0%	≤	x	≤	81.9%
C+	77.0%	≤	x	≤	79.9%
C	72.0%	≤	x	≤	76.9%
C-	70.0%	≤	x	≤	71.9%
D+	67.0%	≤	x	≤	69.9%
D	60.0%	≤	x	≤	66.9%
F	0.0%	≤	x	≤	59.9%

4.2 Grading Notes (if provided)

Curving Up to a 75% Class Average May be Utilized

4.3 Points Available

Points (if provided)	Percent (if provided)	Item Description	Gradebook Category (if provided)	Category Percent (if provided)
	18%	Exam 1	Exams	
	18%	Exam 2	Exams	
	18%	Exam 3	Exams	
	20%	Group Project	Project	
	16%	Connect Homework	Homework	
	10%	Attendance and Participation	Attendance	
	100%	**TOTALS**		

5 COURSEWORK DESCRIPTIONS & COMMENTARY

5.1 Exams

There are three exams throughout the semester. Exam percentages are 18% each. **Students copying, using websites such as Chegg, or supplying answers to others during an exam are subject to academic misconduct.**

5.2 Smart Review

Smart Reviews may be taken for unlimited practice (**recommended**), but will not count toward the final grade. Material from the smart reviews may appear on the exams.

5.3 Assignments

There will be homework assignments on McGraw-Hill *Connect* for each chapter. The lowest 2 homework scores will be dropped. Students may be asked to present select problems in partners/small groups during class. This component of the grade is worth 16%.

5.4 Smiley Professional Events (or Pro Events)

No Pro Events are required for this course (but they're always highly encouraged! 😊)

5.5 Group Project

Students will work in small groups to present an international business project at the end of the semester. This project is worth 20% of the final grade. It will be described in more detail several weeks into the semester. Students will evaluate their group members performance.

6 SCHEDULE

6.1 Dates and Deadlines*

Week of:				
Tuesday	**Topics**		**Thursday**	**Topics**
Sept. 6	Intro / Ch. 1		Sept. 8	Ch. 1 / Discussion
Sept. 13	Ch. 2		Sept. 15	Ch. 2 / Discussion
Sept. 20	Ch. 3		Sept. 22	Ch. 3 / Discussion
Sept. 27	Group Activity		**Sept. 29**	**Guest Speaker: Gautam Malik**
Oct. 4	Ch. 4		Oct. 6	Ch. 4 / Discussion
Oct. 11	**Exam 1 (Ch. 1-4)**		Oct. 13	Ch. 7
Oct. 18	Ch. 7		**Oct. 20**	**Group Work: no class**
Oct. 25	Ch. 8		Oct. 27	Ch. 8 / Discussion
Nov. 1	Ch. 15		Nov. 3	Ch. 15 / Discussion
Nov. 8	**Exam 2 (Ch. 7-8, 15)**		**Nov. 10**	**Guest Speaker: Dave Kallstrom**
Nov. 15	Ch. 9		Nov. 17	Ch. 9
Nov. 22	Ch. 11		**Nov. 24**	**Thanksgiving**
Nov. 29	Ch. 11/Discussion		Dec. 1	Ch. 13
Dec. 6	Ch. 13/Discussion		**Dec. 8**	**Exam 3 (Ch. 9, 11, 13)**
Dec. 13	**Group Presentations**		**Dec. 15**	**Group Presentations**
			Dec. 16	**Turn in Group Eval Forms**

*Subject to change with notice

Homework due dates for each chapter will be listed on the Canvas website. All provided course schedules are organized by week number in accordance with the UWSP Academic calendar. Calendar can be found here: https://www.uwsp.edu/acadaff/Pages/AcademicCalendar.aspx

7 OTHER ADMINISTRATIVE DETAILS

7.1 ADA / Equal Access for Students with Disabilities

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP's policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at: https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center to complete an Accommodations Request form. The Disability and Assistive Technology Center is located on the 6th Floor of Albertson Hall. For more information, call 715-346-3365, email datctr@uwsp.edu or visit: https://www.uwsp.edu/datc/Pages/default.aspx

7.2 Nondiscrimination Statement

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or visit: http://www.uwsp.edu/hr/Pages/Affirmative%20Action/About-EAA.aspx

7.3 SBE Inclusivity Statement

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every person has a unique perspective and we learn from hearing many of them, but not all perspectives are represented in course readings. So, learning depends upon all of you contributing to the class with your own opinions and perspectives. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it using this link. You may also contact the Dean of Students office directly at dos@uwsp.edu

7.4 Religious Beliefs Accommodation

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/22

7.5 Help Resources

This section offers help resources relating to academic tutoring, healthcare, counseling, and other matter of student wellbeing. For help recourse related to technology use, please see section 1.4 above.

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 018 Albertson Hall. For more information, call 715-346-3568 or visit: https://www.uwsp.edu/tlc/Pages/default.aspx

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit: http://www.uwsp.edu/stuhealth/Pages/default.aspx

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: http://www.uwsp.edu/counseling/Pages/default.aspx

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. The Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. For more additional information, please go to http://www.uwsp.edu/dos/Pages/default.aspx

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx

7.6 Emergency Response Guide

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to: http://www.uwsp.edu/rmgt/Pages/em/procedures

7.7 UWSP Community Bill of Rights and Responsibilities

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to: https://catalog.uwsp.edu/content.php?catoid=10&navoid=422#section-1-communal-bill-of-rights-and-responsibilities

7.8 University Attendance Policy

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at: https://www.uwsp.edu/regrec/Pages/Attendance-Policy.aspx

7.9 University Drop Policy

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found at: https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures

7.10   Academic Honesty

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/14

7.11   Grade Reviews/Appeals

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the

university's policies on non-academic misconduct can be found at:
https://www.uwsp.edu/acadaff/Pages/gradeReview.aspx

7.12   Non-Academic Misconduct

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: https://www.uwsp.edu/dos/Pages/stu-conduct.aspx.

7.13   Confidentiality

Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: https://www.wisconsin.edu/dle/external-application-integration-requests/. Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Polices for tool used at UWSP be found at: https://www.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links.aspx

Here are steps you can take to protect your data and privacy:
- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found at: https://www.uwsp.edu/infosecurity/Pages/default.aspx.

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those

incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

7.14   Intellectual Property - A Guide to Student Recording & Sharing Class Content

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

7.15   Sample Coursework Permission

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

7.16   Revision Clause

This syllabus, the provided schedule, and all aforementioned coursework, are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

7.17   COVID-19

Many COVID-19 restrictions have been lifted, both across the state and on UW-Stevens Point campuses. Yet COVID cases continue, so it's important to continue taking precautions. Here are the procedures UW-Stevens Point has in place for fall.

Face coverings are not required but are encouraged.

1. Consider wearing a mask in crowded indoor spaces and when in close proximity outdoors.
2. Please be respectful of individual choices to wear or not wear a face covering, and to those who have a higher risk of complications.
3. Masks are required in Student Health Service, UWSP Counseling Center and the Speech, Language and Hearing Clinic.

4. Here's more on well-fitted face coverings. **For more information,** visit our COVID website.

Testing - Get tested if you have COVID-19 symptoms or have been exposed to the virus.

5. Students at the Stevens Point campus have easy access to Student Health Service for testing and vaccines. Call 715-346-4646.
6. A limited number of self-administered COVID tests are available for residence hall students at each hall's front desk.
7. Students who live on and off-campus as well as every household in the U.S. may order a third round of free at-home tests.
8. Testing is also available at various community testing sites.

If you get COVID-19, the Centers for Disease Prevention and Control (CDC) recommends:

1. Isolate at home, separate from others, regardless of vaccination status. Also isolate while awaiting test results.
2. Isolate for at least 5 days, or until symptoms improve.
3. Wear a high-quality, well-fitting mask (see more on face coverings) for 10 days.
4. Learn more about when to end isolation and when to stop wearing a mask.
5. Notify your instructors or supervisor and your close contacts.
6. Students with questions may call Student Health Service at 715-346-4646.