



MAN 3600 International Business CRN 11189  
Mondays/Wednesdays/Fridays 11:30am – 12:20pm, Lutgert Hall 1201  
Spring 2020, 3 Credit Hours

**Instructor:** Professor Chrissann Ruehle, DBA Candidate, MBA, CPM  
Management Instructor  
Management Department

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**Office Location:** Lutgert Hall 3315

**Office Hours:** **Mondays** 8:00am-11:00am, and 3:30 – 4:30pm; **Wednesdays** 10:00 – 11:00am, and **by appointment.**

*Quotation: Tenacity – With ordinary talent and extraordinary perseverance, all things are attainable. ~ Sir Thomas Buxton, British Member of Parliament*



## A. COURSE DESCRIPTION

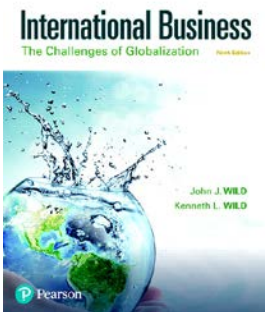
Overview of the international business environment. Topics include globalization, differences in political, legal, economic & socio-cultural institutions, international trade, FDI, regional economic integration, the global financial & monetary system, and international dimensions of business functions.

Prerequisite: MAN 3025 for level undergraduate with minimum grade of C

## B. KEY TOPICS COVERED IN THIS COURSE

1. Critical overview of global environmental forces affecting multinational corporations.
2. Overview of International Business
3. Globalization: International Strategy and Organization
4. Analyzing International Opportunities
5. Global Marketplaces and Business Centers. Selecting and Managing Foreign Market Entry Modes
6. Managing Formal Institutions: Politic, Laws, and Economics
7. Managing Informal Institutions: Cultures, Norms and Ethics
8. International Trade Theories and Policies
9. Foreign Direct Investment
10. Global Financial Management
11. Developing an Export/Import Strategy.
12. International Human Resource Management
13. International Marketing
14. Managing International Operations

## C. TEXTBOOK AND READINGS *and other required materials*



Wild, J. J. and Wild, K. L. (2019). *International Business: The Challenges of Globalization, 9th edition*, Prentice Hall (ISBN 13: 978-0134729220)

Class handouts and additional reading material posted on the *Canvas* course website

*Case study and additional reading material:* Some classes will be supported by additional reading and case study material. This material will be available online via *Canvas* and/or provided by the professor in class.

*Supplementary reading material:* To achieve an optimal learning experience and to facilitate class discussions, it will be useful to read newspapers and magazines related to the field of international business (IB), such as (available at the library):

- The Financial Times
- The Economist
- The New York Times
- The Wall Street Journal
- Bloomberg BusinessWeek
- Other IB Periodicals

## D. GRADING AND ASSIGNMENTS

### *Course Grade*

The course grade will be based on the following criteria:

▪ Exam 1	22.5%
▪ Exam 2	22.5%
▪ Exam 3	22.5%
▪ X-Culture Virtual Team Project	22.5%
▪ IB Entrepreneurship Project	5.0%
▪ Participation and Attendance	5.0%
<b>TOTAL</b>	<b>100%</b>

### *Grading System*

<b>A</b>	93.00+	4.0	<b>C</b>	70.00 - 76.99	2.00
<b>A-</b>	90.00 - 92.99	3.67	<b>D+</b>	67.00 - 69.99	1.33
<b>B+</b>	87.00 - 89.99	3.33	<b>D</b>	63.00 - 66.99	1.00
<b>B</b>	83.00 - 86.99	3.0	<b>D-</b>	60.00 - 62.99	0.67
<b>B-</b>	80.00 - 82.99	2.67	<b>F</b>	below 60.00	0.00
<b>C+</b>	77.00 - 79.99	2.33			

**Grade round-ups are not permitted.**

### ***Important Note Regarding Grading System and Minimum Grade to Pass this Course:***

Final numeric course grades will be converted into letter grades based on the aforementioned grading scale, which means, for example that a grade of 69.99% falls within the 67 – 69.99% range and will therefore be converted into a D+ grade. **No individual exceptions** will be made to this grade conversation in order to be fair and equitable to all other students and to ensure consistent application of the rules specified in this syllabus. Likewise, **no extra credit or extra assignments** will be given to satisfy course requirements, missed assignments, or to help improve a final grade. There are plenty of opportunities available within existing assignments to earn a good grade in the course.

### ***Exams and Exam Makeup Policy:***

During the semester, there will be three exams. These exams will be closed book and constitute the opportunity to revisit the class material and to demonstrate familiarity with crucial theories and concepts in international business, and the ability to apply them to “real world” contexts. The exams will cover all aspects of the assigned class material, i.e. chapter and reading material from the textbook, additional reading and case assignments, class slides and handouts, lecture notes and discussions of case studies and real world examples. The dates of the exams are listed in the course schedule at the end of this syllabus. A missed exam counts as 0 (zero) and make-up exams will not be scheduled under any circumstances unless the absence falls under the conditions for an excused absence according to the FGCU university policy.

The university defines an excused absence as follows: An excused absence is an absence due to other causes outside the student’s control, such as illness, family emergency, death in the family, religious holiday, or athletic travel. Make-up exams will only be given when situations out of your control warrant provided that there is proper documentation (e.g., police report, physician’s statement, FGCU athletic travel, obituary). Proper documentation along with a written, emailed request (through Canvas) must be forwarded to the professor within 24 hours of the scheduled exam for review/approval. Time is of the essence. Failure to meet this key deadline of the exam will bar further consideration. **Personal issues including (but not limited to) family vacations, cruises, birthdays, weddings and work schedule conflicts do not meet the standard for an FGCU excused absence since the academic calendar is published by the registrar far in advance of the semester, so makeup exams will not be available.** If a make-up exam is warranted, please contact the professor *before* the exam is scheduled if at all possible. **For an absence that meets the university excused criteria, a common, cumulative makeup exam will be provided during finals week.**

**Late assignments policy** (X-Culture team project, IB Entrepreneurship team project):

**Work turned in late will receive a grade of 0 (zero).** All activities are due by the time stated in this syllabus unless announced otherwise by the professor (please note the Change of Syllabus and Schedule Policy). Due dates and times indicate the latest possible time the professor can receive your work– not the latest possible time you can submit your work. I encourage you to work ahead on your assignments and submit them early as Murphy’s Law is real. **Since due dates are known well in advance, late assignments or assessments will not normally be accepted. Students must submit their work early when a course deadline is in conflict with their other obligations or commitments.**

### **Policy on “Freeriding” and “Social Loafing”:**

Students often have concerns about working in a team project. Part of being a successful business person is learning to work in teams and handling different work styles, personalities, scheduling issues, etc. The X-Culture Team Project assignment is a group grade with individual components. It is primarily your responsibility to monitor and eliminate “free riding” and “social loafing”. If you think there is a problem in your group, you should first try to solve the problem in the group. However, if the problem cannot be resolved in this manner, then **please discuss the matter with me during office hours.** I do want and need to be made aware of these problems in a timely fashion, if they exist, so that corrective action can be taken before it is too late in the semester.

#### *1) X-Culture Virtual Team Project*

Each student will be assigned to a team of international students from universities around the world (the project involves students from universities in more than 40 countries representing 6 continents). The key purpose of the project is to provide students with an opportunity to experience first-hand challenges and learn best practices of cross-cultural international collaboration and communication. You will be working with 4-5 international team-mates in a global virtual team (GVT) over the period of about two months.

Your team is tasked to conduct a foreign market opportunity analysis and entry plan for a real multinational corporation and present this analysis in a written report. The best student teams from around the world will be invited to meet in person and present their reports at an upcoming international business conference. Details of this project will be posted in a handbook on the *Canvas* course website and will be discussed in class.

## *II) IB Entrepreneurship Project*

Working in teams comprised of students within our class (I will allow you to select your own teams), you will select an Artificial Intelligence company which focuses on the **Canadian Market**, apply the Business Model Canvas framework, discuss potential environmental forces that may impact the firm (i.e. government regulations, social, cultural and political considerations), and prepare recommendations for a sales presentation. Each team will present their findings to the class via a PowerPoint presentation. The visual can take the format of PowerPoint, Google Slides, or Prezi. Detailed requirements for this project are posted on Canvas in the IB Entrepreneurship Project folder. Please see the due dates listed in the syllabus as well as in Canvas.

### *Keys to Success*

- Actively attend class! Actively listen, actively participate in class discussions, take notes, and review them. If you miss a class, you are responsible for obtaining the class notes and any materials that were handed out, and for finding out about what material was presented and discussed by contacting your class mates and/or team members.
- Prepare for class! Complete the assigned readings and other assignments in advance of each class period. Be prepared for exams, team projects, and class discussions. Contribute to the class by creating a productive learning environment, free of distractions and disruptions.
- Read newspapers and business magazines that will expand your knowledge and understanding of the material that is covered in class!
- Work in collaboration with your class mates/team members outside the classroom! Discussing class material with your fellow classmates and team members will increase your understanding of the concepts in international business and their implications as well as applications to business practice. Research has shown that participating in student study groups improves understanding of these concepts and grades tend to improve as a result of this enhanced learning.
- Use the Library Resources! FGCU's library (<http://library.fgcu.edu>) provides students with a

wealth of valuable hardcopy and online resources as well as assistance to explore these resources. Business librarian Regina Beard (rmbeard@fgcu.edu) is available by appointment for assistance with business research questions.

- Utilize FGCU's Writing Center! FGCU has an excellent Writing Center resource available to students. They offer a wide range of resources to assist students at every stage of the writing process. Information on the Writing Center can be found here: <http://www.fgcu.edu/WritingCenter/>

### *Grading Issues*

I will post an announcement on Canvas notifying students that grades for an assignment have been posted. Questions about grades should be discussed *prior* to Finals Week.

Students wishing to review their exams or other graded items or would like to request a grade revision will be able to do so within seven (7) calendar days of general notification of grades for that particular exam or graded item. Requests should be made in writing via email to me. If a review for revision is requested, the **entire assignment, or exam, will be regraded**, which means the overall grade might not change, might decrease, or might improve.

### *Assignment Completion Deadlines*

Please read the “Course Schedule” portion of this syllabus to see work due dates and times. Deadlines indicate the latest possible time that work must be successfully received—not the latest possible time students can send or submit their work. **Since due dates are known well in advance, late assignments or assessments will not normally be accepted. Students must submit their work early when a course deadline is in conflict with their other obligations or commitments.**

Submit work through Canvas (<http://canvas.fgcu.edu/>) using the appropriate “Submit Assignment” button on the Sidebar by uploading a single Microsoft Word DOC/DOCX file or a single Adobe Acrobat PDF file.

Students are strongly encouraged to verify that their particular technology systems are compatible with the university's systems. It is always the student's responsibility to ensure that work is successfully submitted and successfully received—technology-related issues are not an acceptable excuse for late, incomplete, inaccessible, non-submitted, or non-received work. Please remember that FGCU has computer labs available for student use in case you are having technical issues with your pc.

Please make extensive use of the tools within Canvas to make sure that your work has been successfully submitted, successively received, and is ready to be graded.

If you are having difficulty with Canvas, please contact FGCU's helpdesk immediately and directly at 239-590-7100 or [itsprt@fgcu.edu](mailto:itsprt@fgcu.edu).

### **Student responsibilities when dropped for the course for non-payment of tuition and/or fees:**

Students who are dropped from the course by the university for non-payment of tuition and/or fees are still responsible for completing all course activities and assignments by the deadlines stated in the course syllabus, associated handouts, and announcements in class while they work on reinstatement of the course.

## **E. ATTENDANCE AND PARTICIPATION POLICY**

### *Attendance and Participation*

This course is designed so that active participation and significant involvement by students plays an integral role in the learning process. Active class participation and your attitude in class are therefore important to facilitate a fruitful collective learning experience, and full attendance is essential and strongly recommended as a minimum requirement for passing the course. Naturally, you are expected to attend every class! Please note that I have a “no excuses” policy regarding absences. I trust you to use your own judgment about your reasons for missing class and whether you can afford to do so. **The first six absences will not influence your grade directly.** Use these “emergency” absences only if absolutely necessary (i.e. illness, personal matters, unforeseen circumstances, work-related absences, job interviews etc). **You may choose any day for an “emergency” absence EXCEPT when there is a scheduled exam or when your team is scheduled to present.**

After six missed classes, the attendance grade will be prorated to reflect the student’s attendance level. At the professor’s discretion, attendance points may be deducted for late arrival, early departure, or leaving the classroom during class (without prior approval). Students are expected to conduct themselves in accordance with the student code of conduct. Attendance related actions such as arriving to class late, temporarily leaving and returning to the classroom, and/or leaving class early have a significant negative impact on the learning experience of other students in the class. Please respect the learning experience of your classmates by addressing your personal issues before arriving to class

Absences will be determined based on sign-in sheets that will be circled each class session, and it will be your responsibility to sign in. Missing the part of a class session in which the sign-in sheet is circled or missing to sign the sign-in sheet will count as an absence. Having someone else sign-in for you or signing in for a fellow classmate will both constitute a serious violation of the university policies regarding “Academic Behavior Standards and Academic Dishonesty “ that are outlined and referenced in this syllabus, and will be panelized accordingly.

As per university policy, a professor who informs students about the necessity of attendance may request the Registrar to drop the student from the class for lack of attendance. This is the required written notice about attendance. **Due to the course's need for students to quickly form and begin working in teams, any student who fails to attend the first six class sessions will be administratively dropped from this course by the professor.** You are expected to participate effectively in class, which requires the completion of all reading and additional assignments prior to class, clear and concise articulation of your “expert opinion” (as opposed to mere personal opinions, pre-conceived notions, or a rush-to-judgment attitude), and the willingness to consider alternative positions presented by fellow class mates. Monopolizing class time or ignoring the contributions of your fellow classmates are NOT considered effective participation and may result in expelling you from the classroom or course for repeated contempt of this policy. Furthermore, students are expected to facilitate the creation of a productive learning environment, free of distractions and disruptions.

**X-Culture Reflection Assignment will need to be submitted through canvas by the deadline listed here on the syllabus.** Due to semester closeout, late submissions will not be accepted. This assignment will be counted as participation as part of your participation and attendance grade.

***Required Information Technology***

You need access to a computer with an Internet connection as well as with word processing software (such as Microsoft Word) and presentation software (such as Microsoft Power Point) installed for the professional preparation of assignments as well as to access the university’s Canvas Course Management System. The university and library provide access to computers with internet and the aforementioned software programs for as long as you are a registered student.

***Technical Assistance***

The Canvas Course Management System course website will be used to facilitate lectures, distribute additional reading assignments, case studies and handouts, and to help you interact with one another and with me throughout the semester. It will also be used to submit assignments. Go to: <https://canvas.fgcu.edu> to login to Canvas. This link provides directions for how to login to the class website (you will need your FGCU username and password to access Canvas). Should you experience any problems with the Canvas system, please direct your inquiries to the Canvas Support: phone (239) 590-7100, or e-mail [itsprt@fgcu.edu](mailto:itsprt@fgcu.edu).

***Attendance Verification via Canvas***

As of the fall 2015 semester, all professors are required to set up a Canvas activity for students to complete as a means to confirming their attendance for each course by the end of the first week of classes. A Canvas activity titled “**Syllabus Quiz**” has been set up in Canvas. Failure by any student to complete this Canvas activity by the end of the first week of classes will result in a delay in the disbursement of your financial aid. The completion of this Canvas activity is required for all students, not only those receiving financial aid.

***Change of Syllabus and Semester Schedule***

Please note that this syllabus, including the term schedule, is **subject to change**. Any changes will be **announced in class**, and students who miss a class or any portion of a class are expected to have learned from other students about possible changes.

**F. LEARNING OUTCOMES & ASSESSMENT**

The Department of Management creates an environment that enables students to develop managerial knowledge and leadership skills, both individually and collaboratively, to: (1) recognize, evaluate, and cultivate business opportunities; (2) identify, understand, and implement positive solutions to organizational issues; and (3) build leadership capabilities to effectively manage organizational change in the global environment.

Lutgert C.O.B. Learning Goals & Objectives	Management Learning Objectives	Course Learning Objectives (measurable)	Assessment Methods
Be effective communicators	1. Demonstrate effective professional	1. Deliver an oral presentation. 2. Show proficiency in writing clear and concise using college level standard	IB Team Project



<ul style="list-style-type: none"> <li>1. Deliver effective oral presentations</li> <li>2. Prepare effective written reports</li> </ul>	<ul style="list-style-type: none"> <li>communication skills</li> <li>2. Work effectively in diverse teams</li> </ul>	<ul style="list-style-type: none"> <li>English writing, spelling and grammar</li> <li>3. Demonstrate the ability to work as an effective member of a diverse, international team.</li> </ul>	
<p><b>Be effective problem solvers</b></p> <ul style="list-style-type: none"> <li>1. Solve business problems using analytical tools</li> </ul>	<ul style="list-style-type: none"> <li>1. Solve management problems using analytical tools</li> </ul>	<ul style="list-style-type: none"> <li>1. Stay abreast of current global trends in international business and examine their implications for multinational corporations.</li> </ul>	<ul style="list-style-type: none"> <li>IB Team Project</li> <li>X-Culture Virtual Team Project</li> </ul>
<p><b>Understand the Business Environment</b></p> <ul style="list-style-type: none"> <li>1. Demonstrate knowledge of ethical issues</li> <li>2. Demonstrate knowledge of global factors influencing business</li> <li>3. Explain the importance of environmental responsibility</li> </ul>	<ul style="list-style-type: none"> <li>1. Analyze ethical and CSR issues as they apply to management.</li> <li>2. Demonstrate knowledge of global factors influencing business.</li> </ul>	<ul style="list-style-type: none"> <li>1. Understand the ethical, global, and sustainability issues related to the management process.</li> <li>2. Explain key international business theories and concepts</li> </ul>	<ul style="list-style-type: none"> <li>Exams</li> <li>IB Team Project</li> </ul>
<p><b>Have Interdisciplinary business knowledge</b></p> <ul style="list-style-type: none"> <li>1. Understand main concepts and definitions in accounting, economics, finance, information systems, management, marketing, operations management</li> </ul>	<ul style="list-style-type: none"> <li>1. Integrate key management theories and practices</li> </ul>	<ul style="list-style-type: none"> <li>1. Understand how the concepts, theories, models, framework and techniques in areas such as decision-making, planning, organizing, communicating, staffing, and controlling apply to problem solving in organizations</li> </ul>	<ul style="list-style-type: none"> <li>Exams</li> <li>IB Team Project</li> <li>X-Culture Global Virtual Teams Project</li> </ul>

2. Integrate knowledge across business disciplines			
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**LEGEND FOR ASSESSMENT METHOD** *(amend the legend to fit your method)*

- Exam 1
- Exam 2
- Exam 3
- IB Team Project
- X-Culture Virtual Teams Project

**G. ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY**

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found under the “Student Code of Conduct” and “Policies and Procedures” sections in the Student Guidebook. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

**H. UNIVERSITY NONDISCRIMINATION STATEMENT**

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is [OIEC@fgcu.edu](mailto:OIEC@fgcu.edu).

**I. DISABILITY ACCOMMODATIONS SERVICES**

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event

of an emergency due to a disability, please contact Adaptive Services for available services and information.

## **J. STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS**

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

## **K. MAKING CONTACT**

### ***E-MAIL POLICY***

The best way to contact me is through Canvas mail. You must regularly check your FGCU e-mail account and Canvas mail, or you may not receive my e-mails that I send to the entire class, teams, or individual students.

It is my policy to **ONLY** send and receive e-mails to/from FGCU e-mail accounts! Should you use the FGCU e-mail forwarding feature and forward e-mails sent to your FGCU e-mail account to another e-mail account, it will be your responsibility to ensure that you are able to receive my e-mails.

However, **when sending emails to the professor, you MUST use your FGCU e-mail account! E-mails sent from an email account other than your FGCU account will NOT be received and replied to** (so do not be surprised if you do not receive a response to an e-mail sent from another e-mail account).

Should you experience problems with your FGCU e-mail account or any other campus-related computing problems, please directly contact computer support services at phone (239) 590-1188.

**Instructor communications with students:** I attempt to answer all e-mail within one business day, excluding weekends and university class holidays. Likewise, with the exception of weekends and university class holidays, you are expected to check your FGCU student e-mail daily and log into the course on Canvas (<http://canvas.fgcu.edu/>) daily. You are expected to respond within 1 business day to any communication from me that requires a response (excluding weekends and university class holidays).

**L. COURSE SCHEDULE** (subject to change with notice)**Spring 2020 Course Schedule**

This course schedule is subject to change with notice. Any such changes shall be communicated to the class. If you must miss a class, it is your responsibility to find out what you missed and whether any changes were made to the syllabus. *All work is due by the scheduled start time of class.*

<b>Week</b>	<b>Dates</b>	<b>Topics</b>	<b>Chapter Readings</b>
1	1/6, 1/8, 1/10	Setup class. Syllabus review. Overview of International Business, Globalization, IB Team Project Introduction. <b>Attendance Verification assignment in Canvas due Fri. 1/10 at 5:00 p.m.</b>	Syllabus, IB Team Project Overview document, Ch. 1
2	1/13, 1/15, 1/17	Cross Cultural Business, <b>IB Team Project: Select client, team charter due in class 8/29.</b>	Ch. 2 Review Business Model Canvas videos (2) prior to class discussion 1/17
3	1/20*, 1/22, 1/24	<b>*Mon. 1/20 Martin Luther King Day, no class</b> Economic Development of Nations International Strategy and Organization	Ch. 4, 11
4	1/27, 1/29, 1/31	Analyzing International Opportunities <b>IB Entrepreneurship Team Presentation Project</b>	Ch. 12 <b>Team Presentations (2)</b>
5	2/3, 2/5, 2/7	Foreign Direct Investment <b>IB Entrepreneurship Team Presentation Project</b> <b>Exam 1 (Ch. 1,2,4,11,12,7)</b>	Ch. 7 <b>Team Presentations (2)</b> <b>Exam 1 (2/7)</b>
6	2/10, 2/12, 2/14*	Selecting and Managing Entry Modes <b>*2/14 – No in-class meeting, professor will provide an alternate assignment.</b> <b>IB Entrepreneurship Team Presentation Project</b>	Ch. 13 <b>Team Presentations (2)</b>
7	2/17, 2/19**, 2/21	Developing and Marketing Products X-Culture Project Orientation/Discussion <b>IB Entrepreneurship Team Presentation Project</b>	Ch. 14 Review X-Culture handbook and materials prior to class discussion (2/21)

		<b>**2/19 - Distinguished Speaker in Ethics, 6pm Cohen Center Ballroom – Required. We will not be meeting at our regular class time. Free dinner will be provided. Speaker is Mike Duke, former CEO of Walmart.</b>	<b>Team Presentations (2)</b>
8	2/24, 2/26, 2/28	Managing International Operations	Ch. 15
9	3/2 – 3/8	<b>Spring Break, no class</b>  <b>X-Culture Project Start &amp; Teams Formed 3/2</b> <b>Establish contact with teammates by 3/5</b> <b>Meet virtual teammates by 3/8</b>	
10	3/9, 3/11, 3/13*	Hiring and Managing Employees  <b>X-Culture – Select Client Organization by 3/15</b>  <b>*3/13 – No in-class meeting, professor will provide an alternate assignment.</b>	Ch. 16
11	3/16, 3/18, 3/20	International Monetary System <b>Exam 2 (Ch. 13,14,15,16, 10)</b>  <b>X-Culture Initial Research &amp; Ideas by 3/22</b>	Ch. 10 <b>Exam 2 (3/20)</b>
12	3/23, 3/25, 3/27	Political Economy and Ethics  <b>X-Culture Report Section 1 due to X-Culture 3/29</b>	Ch. 3
13	3/30, 4/1, 4/3	International Trade Theory Political Economy of Trade  <b>X-Culture Report Section 2 due 4/5</b>	Ch. 5, 6
14	4/6, 4/8, 4/10*	Regional Economic Integration  <b>*4/10 – No in-class meeting, professor will provide an alternate assignment.</b>  <b>X-Culture Report Section 3 due 4/12</b>	Ch. 8

15	4/13, 4/15, 4/17	International Financial Markets  <b>Exam 3 (Ch. 3,5,6,8,9)</b>  <b>X-Culture Complete Draft of Report due 4/19</b>	Ch. 9  <b>Exam 3 (4/17)</b>
16	4/20, 4/22, 4/24	Current Events exercises, Article Discussion (TBD), and X-Culture Report working sessions in class  <b>X-Culture Final Report due 4/24. Note, Friday due date. Consider working ahead on this assignment.</b> <b>X-Culture Post Project Survey due 4/26.</b>	X-Culture Working Sessions
17	4/27, 5/2	X-Culture Project and Course Wrap Up (4/27)  <b>X-Culture Reflection Assignment – online, due 5/2 at 10:00am</b>  *Common makeup exam to be scheduled per professor’s availability.	<b>X-Culture Reflection Assignment – submit through Canvas, due 5/2 at 10:00am</b>

**All work is due by the scheduled start time of class or as listed on Canvas.**

**FGCU Key dates:**

- 1/6 – Classes begin
- 1/10 – Add/drop ends; last day to withdraw for a 100% refund
- 1/13 – Cancellation for non-payment begins
- 1/20 – Martin Luther King day, no classes
- 1/31 – Last day to withdraw from all classes for 25% refund
- 3/2 – 3/8 Spring break; no classes
- 3/27 – Last day to withdraw without academic penalty
- 4/27 – Last day of classes
- 5/2 – Final exam
- 5/3 - Commencement

**Course Logistics, Policies and Expectations**

Each student will responsible for the following:

- All materials listed in the text and syllabus.
- All readings and/or written assignments.
- Class participation and attendance.
- Handing in assignments at the beginning of class, on the assigned due date, and in the required format.

- All work assigned in class, whether on the syllabus or not.
- Read the chapters and other assigned materials before coming to class.

### **Credit Hours/ Weekly Hour Workload**

For this course you should expect on average to spend an additional 1–2 hours per credit hour preparing outside of class each week. Therefore, for this 3 credit hour course you should expect to spend 2.5 hours in class each week and an additional 3- 6 hours outside of class reading course materials , completing homework assignments, and preparing for class activities and tests. Total time per week for this course will be between 5.5 – 8.5 hours per week *averaged* across the semester.

### **Course Website**

We be using the CANVAS website throughout the semester for posting course announcements, syllabi changes, and additional learning resources. You will need to visit this web site frequently throughout the semester.

Please make sure you have a picture of yourself on your Canvas preferences. It will greatly help in allowing me and your classmates to learn your name.

### **Use of Technology in the Classroom Policy**

Technology is an essential part of today’s learning environment. With the increasing use of technology, the need for the responsible use of such technology has likewise increased. Most FGCU students have, at some point, sat next to students who used their laptops or PDAs in class to check e-mail, talk to friends, text message, search the internet or play on-line games. Unfortunately, every person sitting around such students is distracted by this behavior and classroom learning decreases. As a result of these distractions, we will implement the following policy: *Using laptops or PDAs in class to legitimately take notes or work on class projects is allowed, but all other use of laptops or PDAs in class is prohibited. Note, there will be certain in-class assignments that involve research, so I will explicitly state that it is ok to use mobile devices at that time. Further, students that wish to use laptops or PDA’s will be required to sit in the first two rows of the classroom.*

Audio/video recording of classes is not permitted unless explicitly permitted by university policy, for which a student has to provide PRIOR proper documentation from Adaptive Services. Please respect your fellow students and professors and abide by this technology policy. Thank you.

### **Cell Phone Policy**

Students are not allowed to use cell phones in class. Please turn them off as you enter the classroom and keep them stored out of sight in your backpack or pocket. If the professor includes an in-class exercise that requires the use of cell phones, they may be used at that time. We will take a brief break halfway through the class session, and that is a good time to check messages and make phone calls.

### **Academic Integrity and Plagiarism**

Plagiarism includes using the work or words of others without proper citations. Copying an assignment from a friend, roommate, etc. or recycling work from other classes is plagiarism. Any plagiarized work will be given a grade of zero (0). This website provides valuable information on plagiarism:

<http://www.plagiarism.org/>

### **Work Formatting**

Page length requirements reflect the actual length of the writing and do not count title/cover pages, assignment title/student name/date/page number areas, references/works cited pages, appendices, and so forth as part of the overall length. Unless otherwise stated in a specific course handout, all submissions should be formatted using the following requirements:

- 8.5 inch × 11 inch paper size
- Times or Times New Roman, 12 point font
- Double line spacing throughout except single spaced headers
- Student's name and page number in the header on every page in the document
- No additional spacing between lines or paragraphs, or before or after headings or titles
- One inch top, bottom, left, and right margins
- One-half inch top and bottom headers
- All other paper formatting requirements should follow the *Publication Manual of the American Psychological Association* (sixth edition) including in-paper citations and the references/works cited page (if any). Executive summaries and abstracts are not required for assignments.
  - Should you have questions about APA formatting, there are several strong APA formatting resources available online:APA Style website: <http://www.apastyle.org/>
  - Purdue's Online Writing Lab: <https://owl.english.purdue.edu/owl/resource/560/01/>

## Professor's Biography

**Background:** Professor Ruehle, DBA Candidate joined FGCU in the fall of 2017 as a Management Instructor. Currently, she is completing her dissertation at the University of South Florida in Tampa and holds an M.B.A. in Applied Management from Indiana Wesleyan University. She teaches International Business, Organizational Ethics, and Management Principles. Her research interests include business ethics, organizational behavior, international business and the ethics of artificial intelligence. She has presented research manuscripts at the Academy of Management and Southern Management Association conferences.

Prior to joining FGCU, she was an Assistant Professor of Management and Marketing at Sinclair College in Dayton, Ohio. She worked as an Assistant Professor for four years and an Adjunct Instructor for two years. She led a study abroad experience to Denmark, Sweden and Germany for International Business students. Her research focused on the Scholarship of Teaching and Learning. She routinely presented at the Accreditation Council for Business Schools and Programs (A.C.B.S.P.) conferences. In addition, she was an Adjunct Instructor at the University of Dayton and taught a course for International Business majors called Doing Business in Europe.

Her nineteen years of professional experience in management, consulting, and marketing has enabled her to make concepts and theories come to life in the classroom. She launched a successful management consulting business focusing on organizational development, strategic planning and process improvement. Further, she worked as a Senior Management Consultant for Standard Textile Company providing supply chain consulting to healthcare systems. Other notable work experiences include Convergys Corporation, United Way of Greater Cincinnati, and Loren Allen Odioso Advertising. Her educational background includes a Project Management Certificate from Xavier University in Cincinnati, Ohio and a Bachelor of Science in Marketing degree from Miami University in Oxford, Ohio.



**Teaching Philosophy:** My approach to teaching incorporates five key objectives: making the content relevant to the learner, maintaining a sincere level of enthusiasm for the topic, preparing for each class, setting challenging expectations for class participants, and being fair with and interested in each student. My main goal is for students to achieve the necessary level of understanding of the pertinent concepts and techniques relevant to the course domain while, simultaneously developing the needed skills and abilities needed for success in the business world. To achieve these objectives and for my own self-development, I continually seek to incorporate new and innovative learning methodologies for classroom content delivery. I feel every class has its own "personality" and based on perceived class capabilities and size, I customize each course to maximize student interest and participation. By structuring each class so that students can be actively involved, the classroom becomes an avenue for critical thinking and the experimentation of new ideas.

I believe students deserve material which is current, relevant and practical as possible. To maintain currency and enthusiasm in the content domain of courses taught, I believe that I have a responsibility to remain current in the field and remain professionally active. As a professor, I feel that I also have an obligation to contribute to the larger academic environment and support activities which promote student development.

**HAVE A GREAT SEMESTER!**