



MAN 4930 & 6930 CRN 14111 & 13487
Thursday 17:30-20:15
Spring Semester 2020
Merwin Hall 115
Lutgers College of Business
3 Credit Hours

Instructor: Jase Ramsey, Ph.D.
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Office Hours: Wednesday 13:00-18:00
and by appointment

- 1) **Course Description.** We live in a globalized world. It is no longer possible to be highly successful in business by remaining in the confines of one country or region. Countless opportunities exist in the exchange of goods and services across borders and different cultures. With this new standard of the vast scope of business, it is essential to understand the risks and opportunities of each country or region as well as the cultural, political, geographic, and economic factors that compose each region's unique business environment. This course focuses on the challenges, opportunities, and realities of doing business in Latin America.
- 2) **Readings:** The text for this course is by Spillan and Ramsey, *Navigating Commerce in Latin America, Options and Obstacles*. 1st edition. You also are responsible for regular reading in the international business press. I recommend the *Financial Times* and the *Economist* for their comprehensive and well-written coverage of global markets.
- 3) **Course Objectives:** Our objectives are to build understanding of international business to a point where you can identify the questions critical to the area and develop their possible answers. The basic foundational knowledge necessary suggests that you be able to:
 - Dig deep into the Latin American business environment;
 - Describe the process of globalization and its potential impact on managers;
 - Suggest management approaches that reflect an understanding of how the external context influences international business in Latin America;
 - Explain how international involvement may influence management in the functional areas;
 - Describe ethical challenges and issues of social responsibility that international managers may encounter;
- 4) **Learning Outcomes:**

- Develop a fundamental approach to the challenges of ethical issues;
 - Develop presentation and discussion skills via class writing and discussion leadership;
 - Build intellectual curiosity for doing business in Latin America;
 - Interact with business people in Latin America;
 - Write a real case of a firm doing business in Latin America.
- 5) **Course website.** The website for this course is on Canvas. All materials for this course -- syllabus, lecture slides, assignments, and links to readings -- are located on the website. Additionally, all announcements regarding this course will be posted on the website.
- 6) **Course evaluation:**
- a) **Quizzes.** There are 10 non-cumulative quizzes covering the material from readings, lectures, and discussions. All quizzes will normally be composed of multiple choice questions. Each quiz is worth 5% of your final grade. All quizzes will be taken at the beginning of class. **There will not be any make-ups for quizzes and you may not take the quiz from outside the classroom.** Material for the quizzes will always come from the prior class's lecture, discussion, and assigned chapter.
- i) **Potential change to quiz grades:** If it is determined by the professor that individuals are cheating on the quizzes in any way (i.e., talking or looking at a neighbor's answers), the individuals (both the one looking and the one being copied) will receive a zero on that quiz. Additionally, the quiz methodology will be dropped, and future quiz questions will be added to a final exam.
- b) **Country presentation.** The individual project is made up of a presentation and is worth 30% of your grade. The **presentation** grade will be based on how informative and interesting your presentation is to your *classmates* (not me). The presentation will be considered informative if it follows a semi-structured format, which is detailed below. It will be considered interesting to the degree you point out things the audience likely didn't know, or things that are unique to your country.
- i) The format of the presentation will be using PowerPoint.
- ii) You should present for about 20 minutes and allow about 10 minutes for Q&A. Variation on the timing will have negative consequences.
- iii) If you engage the audience during your presentation, then it can count towards your overall 30-minute presentation.
- iv) The best presentations will engage the audience and not bore them.
- v) Not presenting on your assigned day will **not** be accepted. The only exception to this is if you can swap with some other team (e.g., in case you are ill or have an interview, you can swap with a team).
- c) **Case write-up.** The case write-up is due during the final exam slot and is worth 10% of your grade.
- i) The written document should be between 4-6 pages double spaced, Times New Roman, 12pt font. This includes tables and figures.
- ii) Select a chapter from the book that is of interest to you. No chapter can be represented by more than one person/case.
- iii) Based on the topic of your chosen chapter, research into a company that is doing business in a Latin American country.
- iv) Write a little history of the company, as well as, relevant information about the country you're doing business.
- v) Write the case of a situation actually faced by a decision maker. Cases involve a decision to be made, a problem to be solved, or an issue to be settled.

- vi) The case should end with 3-5 problems and opportunities to be solved. The list of questions should be based on content presented in the case. These should not be easy because decision makers often have a shortage of good information and a limited timeline.
- d) **Current events in Latin America.** You will present the current events in Latin America for one of the weeks. You will present between 3-5 current events depending on length and discussion. The grading methodology will be the same as that of the country presentation. The current events make up 10% of your final grade. Due date for the presentation is listed in the syllabus. You will email me the analysis of each current event by 20:00 the day before you're scheduled to lead the discussion.

In sum, your final grade is determined as follows:	
Quizzes (10 at 5 points each)	50
Country presentation	30
Case Write up	10
Current events in L.A.	10
Total	100

Letter grades are determined on the following scale:

Over 94	A	73-76.99	C
90-93.99	A-	70-72.99	C-
87-89.99	B+	67-69.99	D+
83-86.99	B	63-66.99	D
80-82.99	B-	60-62.99	D-
77-79.99	C+	Below 60	F

- 7) **Attendance.** While there is no formal attendance policy, your grade will be greatly improved if you attend each class in order to take the quizzes. For instance, if you miss 2 courses, you will effectively be lowering your course grade by 10%. If for some reason you choose to not attend class, please contact me and propose an alternative to make up the points missed. You will have 1 week from the missed class date to earn the missed points. You can be creative on this! Past examples: (1) a short presentation in front of the class that ties current events with the quizzed lecture material, (2) a short paper that ties current events with the quizzed lecture material. A **maximum** of 2 quizzes can be made up.
- 8) **Classroom management.** All the classroom guidelines are based on mutual respect. Not just yours and mine, but yours with your colleagues.
- Cell phones greatly disrupt the classroom flow. Please either do not bring your phone to class or turn it off.
 - If you need to use the restroom, please just let yourself out of the class.
 - Laptops are permitted for note taking purposes. Please no surfing the net, email, or solitaire.
 - Please don't come to class late, or leave class early. If you know you have something to do 30 minutes into the class, it may be better to skip that day. That said, if we finish the day's material early, you will not be kept there just to kill time.

UNIVERSITY AND COURSE POLICIES

Attendance Verification via Canvas

As of fall 2015, all faculty members are required to use Canvas to confirm a student's attendance for each course by the end of the first week of classes. Failure to do so will result in a delay in the disbursement of your financial aid. The confirmation of attendance is required for all students, not only those receiving financial aid.

Change of Syllabus and Term 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.

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 contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930.

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 in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. 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>

Counseling and Psychological Services (CAPS)

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps (Links to an external site.) for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

E-Mail Policy

The best way to contact me is through email. Please send e-mails to me via the *Canvas* 'Course Mail' feature, instead of directly to my FGCU e-mail address.

Grading Issues

Students wishing to review their exam and other graded assignments and request grade revision will be able to do so within seven (7) calendar days of general notification of grades for that particular exam or graded assignment. Grade revision requests should be submitted in writing, and e-mail submissions are welcomed and encouraged.

Late Work Policy

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 Term 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. Late work will not be accepted under any circumstances.

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.

Reinstatement Policy

Students who are dropped from this 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 and associated handouts while they work on reinstatement to this course.

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.

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.

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.

Web Assistance

The *Canvas* Course Management System course website will be used to facilitate this online course. 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.

The syllabus may be revised.

Week	Date	Topic	Readings & Assignments Before Class Meeting
1	Part 1	Introduction to Course	Read syllabus and prepare questions.
1/9	Part 2	Continued	Current events in L.A. Jase. Team & Country selection.
2	Part 1	Introduction Chapter Quiz 1	Chapter 1
1/16	Part 2	Continued	Current events in L.A. Jase
3	Part 1	Current Business Environment Quiz 2	Chapter 2
1/23	Part 2	Continued	Current events in L.A. Individual 1, 2, 3, 4
4	Part 1	Historical Business Perspective Quiz 3	Chapter 3
1/30	Part 2	Continued	Current events in L.A. Individual 5, 6, 7, 8
5	Part 1	Cultural Issues Affecting Business Quiz 4	Chapter 4
2/6	Part 2	Continued	Current events in L.A. Individual 1
6	Part 1	Political Climate Quiz 5	Chapter 5
2/13	Part 2	Continued	Current events in L.A. Individual 2
7	Part 1	Economic Climate Quiz 6	Chapter 6
2/20	Part 2	Continued	Current events in L.A. Individual 3
8	Part 1	Global Competitiveness Quiz 7	Chapter 7
2/27	Part 2	Continued	Current events in L.A. Individual 4
9		Spring Break (No Class)	
3/5		Spring Break (No Class)	
10	Part 1	Establishing a Business Quiz 8	Chapter 8
3/12	Part 2	Continued	Current events in L.A. Individual 5
11	Part 1	Marketing Process Quiz 9	Chapter 9
3/19	Part 2	Continued	Current events in L.A.

			Individual 6
12	Part 1	Entrepreneurship and Innovation Quiz 10	Chapter 10
3/26	Part 2	Continued	Current events in L.A. Individual 7
13	Part 1	Country Presentations	Individual 1 & 2.
4/2	Part 2	Continued	Current events in L.A. Individual 8
14	Part 1	Country Presentations	Individual 3 & 4.
4/9	Part 2	TBD	
15	Part 1	Country Presentations	Individual 5 & 6.
4/16	Part 2	TBD	
16	Part 1	Country Presentations	Individual 7 & 8.
4/23	Part 2	TBD	
17 4/30		Final. 17:45-20:15	Written Final Project Due.