

College of Charleston
School of Business & Economics
MGMT 360 Special Topics
International Business Enterprises

Class Days Nov. 14, 2008 (4-8pm), Dec. 5, 2008 (4-8 pm), **Winter 2009**
Class Hours Dec. 26-Jan 3, 2009 (Dubai), Jan. 30 (4-8pm),
Class Location Feb. 13 (4-7pm) (students have the option to
Instructor arrive or stay 3 days prior to the class visit in
Dubai)
TBA
Charleston, Dubai
Professor David Desplaces but call me “Prof. D”

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Office Hours by appointment via phone or e-mail

Course Prerequisites Junior Standing

Required The Global Entrepreneur: Taking Your Business International by James Foley

Course Description:

International Business Enterprises [3]. Course will explore the current environment, opportunities, and conflicts facing the global entrepreneur. Major topics include the exploring global opportunities (Global Entrepreneurship Monitor), steps towards going global, the mechanisms of going global, and how to manager global success. This is a study abroad embedded course

Course Learning Objectives:

- Explore and develop and appreciation for various businesses cultures
- Develop cross cultural analytical and international trade skills
- Learn to identify and investigate international business opportunities including import and export ventures

E-mail Business Etiquette

Do not abandon business etiquette in your use of e-mail! I will not respond to e-mails if you do not follow the below guidelines:

- Business-like writing style (Dear Prof. D, sincerely etc..)
- Be concise and to the point.
- E-mail alias so recipient sees your full name, or your full name with @cofc.edu, in his/her e-mail in-box.

- Subject line meaningful to recipient (consider identifying your class MGMT 360-Dubai class)
- Content clear states the purpose of the e-mail including any action to be taken from the professor.
- Clear signature block with your full name, postal mailing address and return e-mail address (obviously there is no handwritten signature, nor do I require a digital signature).
- Be careful about including quotations and sayings in your signature block. Obviously don't include anything that has potential to be offensive or misunderstood. Think about the impression your message sends to someone who doesn't know you, and be judicious.

Classroom Format:

The material will be conveyed through a combination of reading assignments, limited lectures (due to the format of this course we plan to synthesis the visits and various experiences using pre departure journals and daily journals), discussions, movies, case analyses and structured individual and group exercises. All students are expected to have access to their account on WebCT and are responsible for keeping their e-mail account active. Course materials will be placed there and you should regularly check-in for announcements and updates. Make sure you update your WebCT profile to reflect your active e-mail account otherwise you will not get my e-mails.

Task groups are increasingly pervasive in all organizations today, and therefore will be the preferred experiential format for the class. As such, it is important for you to learn how to effectively participate in and to some extent manage a group, both inside and outside the classroom. You will have to plan and manage your group's activities in order to complete a high quality group project (effective) in a timely manner (efficient) according to quality and social guidelines (ethics).

Expected Norms:

Several norms are also important for effective teams. **Responsibility** is an important aspect of this class. Your most important allegiance should be to your group. More importantly attempt to adhere to your group norms. In short, act maturely by keeping them informed and treating them the way you would prefer to be treated. Then everything should go smoothly. ***You are responsible for bringing you course binder to each class and each site visit in Dubai.***

Participation is also strongly recommended. Effective participation requires reading assignments before class and making relevant comments during class and more importantly our various visits. Attendance and punctuality are needed for any successful organization.

Another important norm is **involvement**. You should be involved in class, and in your group. It is difficult to learn by being passive. You will be asked to discuss chapter and get involved in learning exercises. Involvement is needed for the exercises to succeed. In addition, you should view this course as an opportunity to practice making decisions in a relatively safe environment. Get involved, and more importantly take calculated risks!

Final Grades:

Since I am the steward of learning, my goal is for students to take charge of their individual learning. I want everyone student to do well in the course, however, you should understand what I expect of you. This syllabus serves as your contract of your learning with me. You have rights as well as responsibilities.

Student’s Bill of Rights

- Right to a proper education/instruction
- Right to be treated fairly
- Right to question content and process

Student’s Bill of Responsibility

- Responsible for his/her own actions
- Responsible for learning
- Treat everyone as equals
- Must come prepared to discussed materials in class
- Be awake and alert during our visits in Dubai

Don’ts

No hats, no cell phone, no IMing, no text messaging.

Grading:

	<u>Points</u>
The Global Entrepreneurs Quizzes	200
Participation & Attendance	200
Daily Logs	200
Visit Brief	100
Team Project	300
Course Total	1000

Course Grade Scale (Percentage)

A	94-100 – Superior
A-	90-93.99 – Great work
B+	87-89.99
B	83-86.99 - Good work
B-	80-82.99 - Below good work
C+	77-79.99 - Considerable weaknesses

C	73-76.99 – Acceptable
C-	70-72.99 – Weak work
D+	67-69.99 – Significant concerns
D	63-66.99 – Barely Acceptable Passing
D-	60-62.99 - Near failure
F	Failure - Below 60

The Global Entrepreneur’s Quizzes

Students will be quizzes on the assigned chapters. There will be at least 5 multiple choice questions per chapter. Quizzes are designed to emulate questions asked on the Certificate for Global Business Professional’s exam.

Attendance and Participation

Due to the nature of this course, coming to class or attending site visits is not sufficient, participation is a determining factor. Going to Dubai might be considered exciting. Try to manage your free time and more importantly the jet lag (9 hours). To foster lively and informed follow-up discussion as well as developing critical analytical skills it is necessary to be prepared for and to participate in every visit. You will be expected to ask questions related to host company/agency and your project during each visit. This requires active discussion, presence and engagement of our guest speakers and site hosts which promote individual and class learning.

Class Participation points will be assessed as follows:

- 200 points = Perfect attendance and consistently substantive participation in class and during the visits.
- 170 points = Perfect attendance and regular class participation.
- 150 points = Consistent attendance; infrequent or no class participation.

Participation must be relevant to the class and team project.

Daily Logs

Students must reflect on all assigned chapters but more importantly site visits. The logs can also be used to raise questions to the professor that students would prefer not to address in class. Students will be required to prepare list of general and project specific questions for each project visit. Log questions will be submitted to the instructor by the second class (prior to departure). ***Remember, you are responsible for bringing you course binder to each class and each site visit.*** You will be given the opportunity to reflect on the visits (immediately after a visit or on a bus before another visit).

The log is a confidential document; all information written in the log will be kept confidential between the professor and the student *unless* (1) any indication of possible harm to the student or to someone the student knows is stated in the journal at which point the professor will take necessary steps with appropriate College officials to insure safety for all involved or (2) prior written consent is given by the student to the professor to share information in the journal to the extent that permission is granted by the student.

Logs will be evaluated using a check-system. You could lose points for late submissions. Daily logs are due to the instructors on the same daily following any visits. YOU are responsible for providing the completed logs to the instructor.

- Check+ = excellent (5 pts): Student demonstrated complete engagement but more importantly personal learning/reflections associated with each visit(s)
- Check = good (3 pts): Students simply summarized visit/presenter(s) content with limited personal learning/reflections reported
- Check - = fair to poor (1 pt): Incomplete journals.

Visit Brief

Students will be required to prepare a written one to two-page (single spaced) brief about a designated company/agency ahead of a visit (assigned by the instructor) which must be linked to the book chapter(s) content. Students will be required to submit the brief before class departure

for proper dissemination to the class. Students will be responsible to discuss the content of the brief (10 minutes) at breakfast the morning of the visit.

Term Project

Students will be offered the opportunity to work on an international opportunity which would require conducting research and data gathering on the feasibility of that opportunity. Groups will prepare an international opportunity presentation and executive brief for a real company. More information will be provided to the students prior to the trip. This is the only group portion of the course.

Tentative Schedule

Dates	Times	Topics
Pre-trip Class Nov. 14	4-8pm	Introduction to Global Business & Before Going Global (Chapters 1-7) GEM Studies review
Pre-trip Dec. 5	4-8pm	Getting Global (Chapters 8-13) & Mechanisms of Going Global (Chapters 14-16) Project Kick-Off
De. 5- Dec. 20		Group Project - Client Preliminary Contact
Friday Dec. 26 11pm	Travel	Leave JFK for Dubai – Emirates Flight 202
Saturday Dec. 27	Travel	Arrive in Dubai at 8:30pm (transfer to Hotel via hotel shuttle)
Sunday Dec. 28	9:00am	Breakfast with group
	10:30-3pm	Global Logistics & Free Trade Dubai Ports Word Visit and Presentation (with light beverages provide)
	3-4pm	Lunch with group
	4:00-5:30pm	Global Vision Palm Island Sales Office Visit

	5:30pm	Return to hotel (rest)
	Evening	Free Evening (On Your Own)
Monday Dec. 29	8:00	Breakfast with group
	9:30	International Financial Systems Dubai Financial Exchange
	12:30-1:30	Lunch With group
	2pm	Doing Business in Dubai Dubai Department of Economic Development
	5-7 pm	Networking and Business Partnership American Council @ Dubai Chamber of Commerce
	Evening	Dow trip in Dubai creek with Dinner with guests
Tuesday Dec. 30	8:30	Breakfast with group
	10-12 pm	Muslim Culture Dubai Mosque & Museum Visits
	12-2	American Perspective Welcome by American Consulate - commercial/economic/political attaché
	2-3	Lunch with group
	3-5pm	Retail Emirates Mall/Ski Dubai
	Dinner	Free Evening (On Your Own)
Wednesday	8:30	Breakfast with group

Dec. 31	10-3 pm	Federal Express
	3-5pm	Project Time
	Dinner	New Year's Party on Palm Island with Dinner
Thursday Jan. 1	Full Day	Free day (rest at hotel) - Free – Pack for Desert
	3 PM	Depart for Desert
	Evening	Overnight in the Desert
Friday Jan. 2	AM	Trip to the Desert (Return at Hotel by 12noon)
	1 pm	Lunch with the group
	PM	Last Visit/Free/Pack/Shopping
	Evening	Final discovery of Dubai and Dinner
Saturday Jan. 3	6 AM	Depart for airport
	8:30Am	Depart for JFK on Emirates Flight 201
	PM	Arrive in JFK at 2:10 pm
Post Trip: Friday Jan 30, 4-8pm	8:30-12:30	Trip Debriefing Sustaining Global Business (Chapters 17-23) Team project
Friday Feb. 13 4-7pm		Presentation and report presentation

*Schedule is tentative and can change upon the needs of the class.
All breakfast meals at the hotel (except for Desert trip). 19 meals total (11 covered by activities – over 60%).