



**Stetson School of Business and Economics**

*The Stetson School of Business and Economics of Mercer University delivers career focused business education to develop entrepreneurial leaders and responsible global citizens.*

**BUS 413/BA 620**

**Studies Broad: Europe (Prague/Vienna)**

**Summer 2016**

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**COURSE DESCRIPTION:**

Travel to a foreign country in order to meet with and consult with business managers, labor leaders, academicians, and/or government officials. The trip will involve lectures, discussions, and facilities tours. The course will analyze the role and impact of cultural, economic, social, political and legal influences on international and domestic marketing strategies.

**COURSE OBJECTIVES:**

Students completing this course should be able to:

- Examine theories and practices of organizing, leading, motivating, communicating, and negotiating in different national settings by traveling to a foreign country and meeting with business managers and others.
- Demonstrate an understanding of socio/cultural, political/legal, economic, and technological factors which affect decision making in an international setting.
- Demonstrate knowledge of different perceptions of the role of business and other organizations in society and basic operational/social protocol.
- Identify key issues and similarities and differences relative to management practices.

**University Policies**

- Honor Code—Any student who engages in any form of academic misconduct will be subject to the maximum allowed disciplinary action. A violation of the Honor Code involves: (1) cheating, (2) plagiarism, (3) academic negligence, or (4) other acts of dishonesty in the area of academics and research. Please consult the Mercer University Bulletin for additional information.

- **Electronic Submission of Course Work**—Students bear sole responsibility for ensuring that papers or assignments submitted electronically to a professor are received in a timely manner and in the electronic format(s) specified by the professor. Students are therefore obliged to have their e-mail client issue a receipt verifying that the document has been received. Students are also strongly advised to retain a copy of the dated submission on a separate disk. Faculty members are encouraged, but not required, to acknowledge receipt of the assignment.
- **Use of Cell Phones and Pagers**—Out of courtesy for all those participating in the learning experience, all cell phones and pagers must be turned off before entering any classroom, lab, or formal academic event.
- **Wait list**—Wait listed students will be placed into courses as seats become available. Circumstances may arise which warrant exceptions to this general principle.
- **Writing Style**—Each student is reminded that Mercer University emphasizes proper grammar, composition, and writing style across the university curriculum. All assignments should reflect appropriate writing skills.
- **Students requiring accommodations or modifications for a disability** should inform the instructor at the close of the first class meeting or as soon as possible. The instructor will refer you to the ACCESS and Accommodation Office to document your disability, determine eligibility for accommodations under the ADA/AA/Section 504 and to request a Faculty Accommodation Form. Disability accommodations or status will not be indicated on academic transcripts. In order to receive accommodations in a class, students with sensory, learning, psychological, physical or medical disabilities must provide their instructor with a Faculty Accommodation Form to sign. Students must return the signed form to the ACCESS Coordinator. A new form must be requested each semester. Students with a history of a disability perceived as having a disability or with a current disability who do not wish to use academic accommodations are also strongly encouraged to register with the ACCESS and Accommodation Office and request a Faculty Accommodation Form each semester. For further information, please contact Richard Stilley ([stilley\\_r@mercer.edu](mailto:stilley_r@mercer.edu)), at (678) 547-6823 or visit the ACCESS and Accommodation Office website at <http://atlstuaffairs.mercer.edu/disability-services.cfm>

**Inclement Weather:** If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather phone for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

**Other Policies:** The student is responsible for all subject matter (lecture materials, assignments, announcements, etc.). The professor reserves the right to make modify this course syllabus.

## **ASSIGNMENTS:**

### **1. Journal**

Each student will prepare a travel journal with an entry for each visit that records his or her observations and research regarding some or all of the following external market factors:

- i. Demographics
- ii. Geo-graphics
- iii. History
- iv. Social and Cultural Environment
- v. Political and Legal Environment
- vi. Technological Environment, or
- vii. Other Business Aspects

### **2. Research Papers**

Each student will prepare a research paper regarding one of the Prague business visits **and** one research paper regarding one of the Vienna business visits. The papers will discuss and analyze an aspect of the business that surprised or interested you. It may be about law, ethics, technology, marketing, management, accounting or finance (or another topic if approved in advance by the instructor). The paper should go into more depth than what was presented at the visit – in other words, it should be more than just a recap of the visit.

For undergraduate students, **each** essay must be between 1000 and 1500 words (or the equivalent of about 2-3 pages of single-spaced text or 4-6 pages of double-spaced text with 1 inch margins and 12-point typeface).

For graduate students, **each** essay must be between 2000 and 2500 (or the equivalent of about 4-6 pages of single-spaced text or 8-12 pages of double-spaced text with 1 inch margins and 12-point typeface).

## **CLASS PARTICIPATION:**

Given the nature of the course, students are expected to be present at all meetings and to read relevant materials and contribute to the discussions held during classes and the business visits. It is important to note that contributions are graded on the quality of content and context.

## **COURSE MATERIALS:**

Reading material to be provided.

**GRADING:**

- The following grading scale will be used to determine your grade at the end of the semester:

**Course Requirements**

Journal:	100 points
Research Paper 1:	200 points
Research Paper 2:	200 points
<u>Participation:</u>	<u>100 points</u>
Total:	600 points

**Course Grading Scale**

90.0 and above	A
87.0 and above	B+
80.0 and above	B
77.0 and above	C+
70.0 and above	C
60.0 and above	D (for undergraduate students only)
Below 60.0	F (for undergraduate students)
Below 70.0	F (for graduate students only)

**TENTATIVE ATLANTA CLASS SCHEDULE – BUS 413/BA 620**

<b>Date</b>	<b>Day</b>	<b>Topic</b>
April 23	Saturday 10am - Noon	Paperwork and Trip Overview
		Course Introduction
		Cultural Overview
June 11	Saturday 10am – 2 pm	Post Trip Debriefing
		Research Papers Due
		Journal Due
		Presentations

**Instructor Reserves the Right to Make Any Changes to this Schedule and Syllabus!**