

UNIVERSITY OF LOUISVILLE®

COLLEGE OF BUSINESS

MSAA 676 Global Learning Travel Section Fall 2020

I. Instructor

Co-Instructor	Richard Germain, Ph.D.
Contact information	Office: College of Business 151 Email: richard.germain@louisville.edu
Office hours	By telephone through appointments only: Cell 502-930-3001. Please text first and identify yourself as a student as I have a habit of not answering what appear to random sales calls.

II. Course Information

MSAA 676 is an experiential course that involves and international trip.	
Course materials	<ul style="list-style-type: none"> • There is no required text for the course. • Required work is to be uploaded into Blackboard
Course description	This MSAA required course is designed to expose the student to business practice and culture in countries outside the United States. The objective is to provide a learning experience that is novel and prepares you for being a better community participant and global citizen. This syllabus applies to travelling students only. Traveling Students will engage in a team research presentation, an international trip, and a post-trip reflection paper.
Prerequisites	Appropriate standing in MSAA program.
Learning objectives	The student should demonstrate an understanding of the fundamental business practice and culture of the foreign country (or countries) that they visit.
Final drop date	See: http://louisville.edu/calendars/academic/undergrad-grad.html

III. Evaluation

Grading scale	A+ = 97 to 100 B+ = 87 to < 90 C+ = 77 to < 80 Below 70 = F	A = 93 to < 97 B = 83 to < 87 C = 73 to < 77	A- = 90 to < 93 B - = 80 to < 83 C - = 70 to < 73
Grading scheme	Trip preparation day team-based presentation		30%
	Attendance at and active involvement/participation/conduct during all trip activities		50%
	Comparative practice paper		20%

IV. Schedule

Date(s)	Activities / due dates / discussion boards open and close dates
	Mandatory attendance at MSAA 623 Global Learning trip preparation session. This event involves: <ul style="list-style-type: none"> Plenary presentations Specific trip break-out sessions Break Team-based presentations
	Trip dates
	Deadline for submitting comparative reflection paper.

V. Additional Work Details

Work	Details
Attendance and participation	<p>Various dimensions exist with respect to attendance and participation</p> <ul style="list-style-type: none"> • Being on-time in motor coaches for schedule departure times • Attending all business visits and asking engaging questions and having a positive, open, and respectful attitude to foreign cultures. • Proper behavior and dress and a positive representative of the University of Louisville
Team presentation at trip preparation event	<p>Students for each individual trip will participate in one team presentation. Participants will be divided into teams and provided with a topic related to the countries, cities, companies, and cultural sites to be visited. Students also will be provided the names and contact information of the other members of their team. At the trip preparation event, each team will make a presentation (15 minutes maximum) on the assigned topic. The presentation should be interesting, informative, and engaging and should provide those accompanying you on your trip with relevant information. At a minimum, presentations should contain the following:</p> <p>Presentations on Countries and/or Cities should include, but is not limited to, the following topics:</p> <ul style="list-style-type: none"> • Culture (e.g., language, food, customs, money) • Demographics (e.g., size, ethnic composition, social trends) • Economics (e.g., major industries) • Weather (e.g., description thereof, especially at the time of your trip) • Geography (e.g., size, rivers, location) • History & Political System (e.g., description thereof) • Business norms: (e.g., etiquette and practice, dos and don'ts) • Tourism (e.g., major sites in and around the city) <ul style="list-style-type: none"> • Description and relevance of the cultural experiences described in your itinerary • Transportation (e.g., getting around, overview of city layout) • Night life (e.g., what to do, what not to do, where to go, where not to go) <p>Presentations on Companies should include, but is not limited to, the following topics:</p> <ul style="list-style-type: none"> • History and background (e.g., founding date, location, management team) • Product (e.g., major product-service lines, industry category) • Geographic scope (e.g., where do they operate? For how long? Expansion history and future) • Performance (e.g., size, profitability, competitive advantage)

	<ul style="list-style-type: none"> • Significant competitors • Any information you can find on their way of doing business • Pictures of the company • At least 4 specific questions about the company or company's industry you would like to have addressed during the company visit
Comparative practice paper	Upon your return, each student will write a five-page reflection paper (12 pt. font, double-spaced). The purpose of this paper is to have you reflect on how the countries and businesses you visited are similar to, and different from, those in the United States. Your reflections should include comparisons of the cultures as well as the businesses and business practices to which you were exposed. The final page of your paper should include predictions for the future regarding one of the companies you visited. The closing paragraph should describe your trip and its relevance to you and your MSAA program.

V. Student Responsibilities / College and University Issues

University of Louisville student conduct and responsibilities	This course will abide by University of Louisville student conduct and responsibilities with regards to ethics and related issues: http://louisville.edu/dos/students/policies-procedures/student-handbook.html#codeofstudentconduct
College of Business student conduct and responsibilities	This course will abide by College of Business student conduct and responsibilities with regards to ethics and related issues: http://business.louisville.edu/students/college-of-business-academic-dishonesty-policy
Religious holiday conflict policy	https://louisville.edu/diversity/diversity-resources-for-students/work-restricted-holiday-calendar
Equal access	http://louisville.edu/disability/students
Severe weather	In case of severe weather classes may be cancelled up to a certain time of day. Please check the U of L website or call the University Information Center (852-5555). You can sign up for UofL Alerts at http://louisville.edu/alerts if you wish to receive text messages regarding cancelled or delayed classes.
University of Louisville sexual misconduct policy	Title IX / Clery Act Notification Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of University policies. Anyone experiencing sexual misconduct and/or sex discrimination has the right to obtain confidential support from the PEACC Program 852-2663, Counseling Center 852-6585 and Campus Health Services 852-6479. Reporting your experience or incident to any other University employee (including, but not limited to, professors and instructors) is an official, non-confidential report to the University. To file an official report, please contact the Dean of Student's Office 852-5787 and/or the University of Louisville Police Department 852-6111. For more information regarding your rights as a victim of sexual misconduct, see the Sexual Misconduct Resource Guide: http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure