MANA 7353
Regional Issues in Global Management: Latin America

Winter Mini Session: December 17, 2018- January 12, 2019

Room: Melcher Hall
Professor: Dr. Steve Werner
Office: 315G Melcher Hall
Room: Mandatory orientation, date TBD.
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Office Hours: By appointment.

COURSE OBJECTIVE

The main purpose of this course is to introduce students to the important issues of doing business abroad, specifically in Latin America, focusing on Chile. We will look at all aspects of business in Latin America, including the country culture, the business culture, firm structures, human resource management, accounting practices, financial practices, marketing, and information systems. We will look at how business in Latin America differs from business in the United States, and what managers in multi-national organizations should know when doing business with Latin American companies. Students will experience the Latin American culture first hand with a trip to Santiago, Chile.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The Center for Students with Disabilities provides a wide variety of academic support services to all currently-enrolled UH students who have any type of mental or physical disability of either a temporary of permanent nature. These services include assistance with course accommodations, adaptive equipment, individualized exam administration, taped textbooks, wheelchair repair, library needs, registration, handicapped parking, accessible housing and transportation, as well as many other needs. If you feel you may need assistance of this nature, you should call the Center at 743-5400. In addition, you should let me know about any special needs as soon as possible.

ACADEMIC HONESTY POLICY

The Bauer College of Business is proud of the high quality of our students and our academic programs. We recognize the importance of academic honesty in maintaining our high standards. In the rare situation where there may be a breach of academic honesty, we would appreciate your assistance in bringing the situation to our attention. We will, of course, take appropriate action in all cases. If you have questions about the Academic Honesty Policy, it is included in the Student Handbook. The staff of the Dean of Students Office are also available to answer questions.

COURSE EVALUATIONS

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and the Bauer College of Business through the evaluation process.

UH CAPS

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps<http://www.uh.edu/caps>) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program (http://www.uh.edu/caps/outreach/lets_talk.html), a drop-in consultation service at convenient locations and hours around campus.

CLASSROOM AND TRIP CIVILITY

As students enrolled in courses offered by the Bauer College, you are expected to adhere to the ethical principles described in the Bauer Code of Ethics and Professional Conduct (Bauer Code), in addition to those required by the UH Student Handbook. You may review the Bauer Code by clicking on the following link - http://www.bauer.uh.edu/BCBE/BauerCode.htm. You may obtain a copy of the UH Student Handbook from the Dean of Students Office located in room 252 of the University Center, or by visiting the publications webpage on the Dean of Student's website at http://www.uh.edu/dos/pub.html. Students are expected to conduct themselves as follows:

- Timely arrivals and departures – It is expected that you arrive on time and be prepared to depart on any excursions on time. Further, it is expected that you be at the designated meeting place to return to the hotel on time.

- Attention during lectures and visits – It is expected that you participate and provide your full attention during tours, lectures and company visits. This means that you should avoid unnecessary discussions with fellow students; taking photographs, read newspapers or magazines; or other activities that may be disruptive. You should also make sure that you get enough sleep the previous evening, so that your attention is not impaired during program activities.

- Unauthorized use of cell phones or beepers during trip activities – Please turn your cell phones and beepers off before coming to any course activities. If you find it necessary to keep your phone turned on, please put it on vibrate mode.

- Respect for hosts, guest lecturers, other students, and other hotel guests – Students should treat hosts, guest lecturers, other students, and other hotel guests in a respectful manner.

- Preparation for class – You are expected to prepare for the trip by completing all assignments and researching each organization visited. Your preparation will show by the quality of your questions and comments.

- Harassment – Making harassing or obscene comments or gestures to other students, faculty, guest lecturers, or hosts will not be tolerated. This includes sending harassing or obscene email or voice messages to others.

TEXTS

Spillan, J. E., Virzi, N., & Garita, M. (2014). *Doing business in Latin America: Challenges and opportunities*. Routledge. ISBN: 978-0-415-89599-6.

Robles, F., Wiese, N., & Torres-Baumgarten, G. (2015). *Business in Emerging Latin America*. Routledge. ISBN: 978-0-415-85907-3.

You are also required to read (before the trip to Chile) the country studies available from the following sources:

https://www.state.gov/r/pa/ei/bgn/1981.htm (U.S. State Dept. Chile study)

https://www.cia.gov/library/publications/the-world-factbook/geos/ci.html (CIA World fact book – Chile)

https://2016.export.gov/chile/doingbusinessinchile/index.asp (U.S. Commercial Service site).

Blackboard Learn

Blackboard Learn will be used in this class as a course management tool. Specific options for this class are described below. To access Blackboard Learn, please obtain a Cougernet ID and login at: **http://www.uh.edu/webct.** If you have questions about Blackboard or need technical assistance, you can click on the "get help" link on the Blackboard website, call the help-line at 713-743-1411 (M-F 8am-8pm), or visit the IT Support Center in room 56 of the library (M-F 8am-8pm). Contact me for any course-related questions.

- Discussion Board
  The discussion board tool will be used for weekly discussions on topics from the required readings.
- E-Mail
  Use the e-mail option to e-mail me or your classmates within Blackboard Vista. Outside e-mail addresses are not needed. Simply select your recipient(s) using the "Browse" function.
- Grades
  Use this tool to access your grades for this class including assignments, presentations, and the final course grade.
- Group Presentations
  This tool will be used by groups to share files and create PowerPoint presentations. These presentations will be available under this icon for viewing by the class.

DETERMINANTS OF THE TERM GRADE

PERCENTAGES

Pre-trip questions	= 20%
Group power point presentation	= 20%
Contribution	
On Trip	= 50%
On Web discussions	= 10%
Total	= 100%

POINTS

Point values are as follows:

Pre-trip Questions……..	20 points
Group Power point Presentation…….	20 points
Trip Participation..…….....	50 points
On-Line Participation……..	10 points
Total…….....	100 points

GRADES

Grades will be based on the following point totals:

A	93.0 - 100.0 points
A-.....	90.0 - 92.9 points
B+.....	87.0 - 89.9 points
B	83.0 - 86.9 points
B-.....	80.0 - 82.9 points
C+.....	77.0 - 79.9 points
C	73.0 - 76.9 points
C-.....	70.0 - 72.9 points
D+.....	67.0 - 69.9 points
D	63.0 - 66.9 points
D-.....	60.0 - 62.9 points
F	00.0 - 59.9 points

PARTICIPATION

The Chile trip is a vital part of this course. Students are expected to positively represent the University of Houston, act professionally, abide all the laws of the country being visited, participate in all excursions and seminars (unless they are deemed optional), and to attend all classes. Violating the Bauer Code, delaying the group, being disruptive, being inattentive, drinking alcohol during program activities, missing activities, and bringing along guests are examples of behaviors that will negatively affect the contribution grade. Students' behaviors on the trip counts 50 points. Blackboard discussion contribution counts 10 points. The Blackboard discussion will be based on the week's readings as specified on the schedule below. Blackboard discussion contribution points will be based on the quality and quantity of each student's postings, as well as the quantity of postings each student has read. High quality postings will be more than just opinions; they will include references and links to material that supports the opinions. Students are expected to contribute two quality posts per week, for a minimum total of 8 quality posts. To get full credit, students are expected to read at least 90% of the posts.

GROUP PRESENTATIONS

Four presentation groups will be randomly formed on Blackboard. Each group will create a PowerPoint presentation to be posted on Blackboard. The PowerPoint presentation topic is specified below in the schedule. Because the topic is related to the readings, the presentation group is also responsible for coming up with three discussion questions. These discussion questions will drive the Blackboard discussions for the week. The presentation should complement, but not repeat the readings from the books. The presentations are worth 20 points each, with each group member getting the same number of points. The PowerPoint presentation should consist of at least 25 slides. An "A" presentation will 1) follow the above requirements, 2) be consistent across slides, 3) be free of typos, grammar, and punctuation errors, 4) be well-referenced (sources of the material should be specified in the presentation), 5) be well-organized (with agenda and summary slides), 6) be well-written, 7) thoroughly cover the topic with information distinct from the book, 8) look visually appealing and 9) include thoughtful discussion questions. Presentations will be due by 5:00pm and should be emailed to me at swerner@uh.edu.

PRE-TRIP QUESTIONS

During orientation, students will be give the name of at least three companies we will be visiting in Chile. Each student should research three companies and for each of the three provide me with 1) a one paragraph summary of the company; and 2) three questions that would be appropriate to ask a company representative. The questions should show considerable thought, a basic knowledge of the company, and be course related. **That is, the questions should be related to some aspect of doing business in Latin America or Chile, not just how that company does business in general.** Questions that can be answered in one word (or a short sentence), that are not course related, and questions that might be embarrassing to company employees are not appropriate. These 3 paragraphs and 9 questions are due by 5:00pm, December 28th and should be turned in via blackboard assignments. The questions are worth 20 points, with 2 points off for every day late.

ASSIGNMENT SCHEDULE

Date	Topic	Readings
TBD 6pm-10pm	Mandatory Orientation for the Chile Trip	
December 17th	TOPIC: Intro to Chile First day of on-line class. GROUPS FORMED.	Spillan, Chapters 1-2 Robles, Chapters 1-2
December 21st	TOPIC: Latin American Business Environment Presentation Topic - The Business Environment of Chile To be posted by Group 1 by 5:00pm.	Spillan, Chapters 3,5,6 Robles, Chapter 3
December 27th	TOPIC: Latin American Culture and Entrepreneurship Presentation Topic: The Latin American Culture To be posted by Group 2 by 5:00pm.	Spillan, Chapters 4, 7 Robles, Chapters 6,10
December 28th	PRE-TRIP QUESTIONS Due by 5:00pm.	
December 30th	TOPIC: Management in Latin American Presentation topic: Human Resource Management in Latin Amer. To be posted by Group 3 by 5:00pm.	Spillan, Chapter 9 Robles, Chapters 7-9
January 4th	TOPIC : Marketing in Latin America Presentation topic: Marketing in Chile To be posted by Group 4 by 5:00pm.	Spillan, Chapter 8 Robles, Chapters 4,5,12
Jan. 6th -12th	TRIP TO CHILE	
January 11th	Last day of webct discussions. Discussion Board closes at 10:00am.	

The schedule is tentative and may change due to situational factors.