

**MANA 4397**  
***Regional Issues in Global Management: Eastern Europe***

**Summer Session 2, 2018**

Room: Melcher Hall

Professor: Dr. Steve Werner

Office: 315G Melcher Hall

Room: MANDATORY ORIENTATION in Executive Board room, MH 3<sup>rd</sup> floor, May 4<sup>th</sup>.

Phone: 743-4672

Email: swerner@uh.edu

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 Eastern Europe, focusing on the Czech Republic. We will look at all aspects of business in Eastern Europe, 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 Eastern Europe differs from business in the United States, and what managers in multi-national organizations should know when doing business with Eastern Europeans. Students will experience the Eastern European culture first hand with a trip to Prague, Czech Republic.

**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 or 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)<<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](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.

**TEXT**

Aslund, Anders. 2013. How Capitalism Was Built: The Transformation of Central and Eastern Europe, Russia, the Caucasus, and Central Asia, 2<sup>nd</sup> Ed. New York, NY: Cambridge University Press. **ISBN-10:** 1107628180.

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

<http://www.state.gov/r/pa/ei/bgn/3237.htm> (U.S. State Dept. country study)

<https://www.cia.gov/library/publications/the-world-factbook/geos/ez.html> (CIA World fact book)

<http://www.czechinvest.org/en/why-invest-in-the-czech-republic> (CzechInvest: Govt website)

**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	= 15%
Post-trip answers to questions	= 10%
Trip reflection paper	= 15%
Contribution	
On Trip	= 50%
On Web discussions	= 10%
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Total	= 100%

## POINTS

Point values are as follows:

Pre-trip Questions.....	15 points
Post-trip Answers.....	10 points
Trip reflection paper.....	15 points
Trip Participation.....	50 points
On-Line Participation.....	10 points
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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 Prague 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, and missing activities are examples of behaviors that **will substantially negatively affect the contribution grade**. Students' behaviors on the Prague 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 10 quality posts. To get full credit, students are expected to read at least 90% of the posts.

## **PRE-TRIP QUESTIONS**

During orientation, students will be give the name of three companies we will be visiting in Prague. Each student should research these 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 question should be related to some aspect of doing business in the Czech Republic, 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. In such cases, students may be asked to submit new questions so that they can still get full credit for the next assignment (post-trip answers). These 3 paragraphs and 9 questions are due by 5:00pm, Monday, May 28<sup>th</sup>, and should be emailed to me at swerner@uh.edu. The questions are worth 15 points, with 1.5 points off for every day late.

## **POST-TRIP ANSWERS**

Students should seek the answers to their questions during our Prague trip. The questions should be thoroughly answered. If you can not find the answer to your specific questions from company representatives, research the issue and answer it for Czech companies in general. The nine questions and their answers in word format should be turned in on Blackboard (assignments) by 5:00pm, June 30<sup>th</sup>. The answers are worth 10 points, with 1 point off for every day late.

## **TRIP REFLECTION PAPER**

A two page trip reflection paper is due on by 5:00pm on June 29<sup>th</sup>. The paper is worth 15 points, with 1.5 points off for every day late. The paper is to be written individually by the student for this class. The paper should be about what students specifically learned on the trip. This could cover cultural, historical, business, or social aspects of the Czech Republic, the EU, or Eastern Europe. An A paper will show considerable reflection, meet the stated guidelines, be free of grammatical and punctuation errors, be well organized, and be well written.

ASSIGNMENT SCHEDULE

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
May 4 <sup>th</sup> 6pm-10pm	MANDATORY Orientation for the Prague Trip	
May 28 <sup>th</sup>	PRE-TRIP QUESTIONS Due by 5:00pm.	
June 3 <sup>rd</sup> -9 <sup>th</sup>	TRIP TO PRAGUE Economic History of Eastern Europe	Aslund, Chapters 1-6
June 14 <sup>th</sup>	The Eastern European Business Environment	Aslund, Chapters 7-9
June 19 <sup>th</sup>	The Culture of Eastern Europe	
June 24 <sup>th</sup>	Eastern Europe and the EU	Aslund, Chapter 10
June 29 <sup>th</sup>	PRE-TRIP ANSWERS Due by 5:00pm. TRIP REFLECTION PAPER Due by 5:00pm.	Aslund, Chapters 11-12
July 2 <sup>nd</sup>	Last day of webct discussions. Discussion Board closes at 10:00am.	

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