

## **Important Information Regarding GEB 3373:**

- **Read the class calendar carefully and make a note of all due dates, deadlines, and exam dates (there are many)**
- **You are 100% responsible for meeting all due dates, deadlines, and exam dates, no exceptions**
- **No late work is accepted, no exceptions**
- **If you claim to have completed work online that you did not complete, you will be assigned an “E” for the course (I have access to student activity logs)**
- **You MUST use your @ufl.edu e-mail address for all activities associated with this class—ProctorU, Capsim Global DNA simulation—or no points can be earned**

Dr. Amanda Phalin

**Office:** Byran Hall 233A

**Phone:** 352-392-6527 (E-mail is the best, fastest way to contact me.)

**E-mail Dr. Phalin:** [amanda.phalin@warrington.ufl.edu](mailto:amanda.phalin@warrington.ufl.edu)

**Class Meeting Time:** Monday and Wednesday, Periods 5–6 (11:45 a.m. – 1:40 p.m.), Heavener 150

**On-Campus Office Hours:** Monday, Tuesday, and Wednesday, 2:00 p.m. – 3:00 p.m., Bryan Hall 233A and at [www.join.me/Dr.Phalin](http://www.join.me/Dr.Phalin)

---

### **Academic Honesty**

You are expected to abide by the university's rules for academic honesty. These are available for your review at <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>. Cheating, having access to a cell phone during exams, and any other action that violates these rules, no matter how minor, will cause you to be assigned an "E" for the course. LET ME REPEAT: Any attempt at cheating, no matter how small or insignificant you think it is, will result in you being assigned a failing grade for this course, no exceptions. It should also be noted that behaviors that would assist others in engaging in acts of academic dishonesty will be considered a violation of the University of Florida Student Honor Code and will result in the offender being assigned an "E" for the course. In other words, if you know of an academic violation and you do not report it, this in itself can be considered an academic violation and will be treated as such.

It should be noted that:

- 1) **Creating an excuse to take a makeup exam or other assignment that cannot be verified constitutes cheating.**
  - 2) **Claiming to have completed online work that you did not, in fact, complete, is cheating. Recall that I can and do monitor students' work online.**
  - 3) **At the beginning of each exam and the Pop Quiz, you must answer a question stating that you agree to abide by the university's honor code. If you do not answer the question, or if you disagree, that can be considered cheating, and you will fail that assessment.**
  - 4) **Ignorance of the University Honor Code is not a defense against cheating. It is your responsibility to know and understand what constitutes an academic violation, to refrain from those behaviors, and to report those who engage in those behaviors.**
- To ensure academic integrity, individualized assessments are created, and each student will receive the same number of and type of questions from internal test banks.
  - To ensure academic integrity, all excuses for missed work (illness, family issues, job interviews, etc.) must be verified by the Dean of Students Office.
  - To ensure academic integrity, all students must complete an Academic Integrity Assignment by Wednesday, January 18, 11:59 p.m. Failure to complete the assignment will result in 10 points being deducted from your Exam 1 score.

## TAs

**Head TA:** Sharon Sabbagh

**TAs:** Jesse Archambault, Robert Blaine, Elsa Bouchenot, Michael Delmonte, John Dougherty, Robin Hannoun, Jie Luo, Maggie Meng, Danna Regnier, Alexis Ouelhadj, Jordan Puri, Dustin Santi, Ryan Saunders, Matthew Smith, Anne Zehil

**TA Location:** Bryan Hall 233B

**E-mail TAs:** You will be assigned a TA after the drop-add period. I will post a Canvas announcement with your TA's e-mail address at that time.

**Office Hours:** TBA

I encourage you to meet with your TAs and/or contact them via e-mail should you need assistance or have questions not answered by the syllabus. The TAs and I are here to help you with material from the lectures, e-textbook, and Capsim–Global DNA. We are **NOT** responsible for helping you understand/review notes from outside sources. It is your choice whether to use Smokin' Notes or other services, but ultimately, those outside vendors are responsible for the presentation and accuracy of the information in their products—not us.

## Responsibilities

1. **\*\*\*Read this entire syllabus fully and carefully\*\*\*** and ensure that you understand all policies within it. If you have questions, please let me know. If questions arise during the semester, please consult the syllabus first before contacting a TA or me—chances are, the answer is in this document. It is 100% your responsibility to familiarize yourself with class policies.
2. Know in which section you are registered.
3. Attend/view class regularly. Not only do classes, **homework, participation, extra credit, and exams** cover materials not in the book, but attending/viewing class regularly will greatly enhance your mastery of the material.
4. Complete all assignments on time. This includes readings, homework assignments, participation assignments, exams, and the simulation.
5. Set goals for yourself and keep track of your progress.
6. Ask for help if you need it. If you are struggling with any material, be sure to contact the TAs or me.
7. Take exams when they are scheduled.

## Course Pre-Requisites

MAN 3025, Principles of Management

MAR 3023, Principles of Marketing

Similar courses may be used as substitutes if approved by the College's Undergraduate Programs Office, Heavener 333, phone: 352-273-0165.

**IMPORTANT:** Students will also need to be familiar with concepts contained in the pre-reqs for MAN 3025 and MAR 3023—microeconomics, macroeconomics, algebra, and basic accounting. Finance is not a pre-requisite for this class, but we may use/learn some basics. If at any point during the semester you need to review concepts from previous courses, please see the following links for help:

Basic economic concepts: <http://www.sparknotes.com/economics/>; [www.kahnacademy.org](http://www.kahnacademy.org)

Basic finance concepts: <http://www.investopedia.com/university/concepts/#axzz1x8OpsdAa>

<http://www.teachmefinance.com/>

[http://media.wiley.com/product\\_data/excerpt/11/04700917/0470091711.pdf](http://media.wiley.com/product_data/excerpt/11/04700917/0470091711.pdf)

Basic accounting concepts: <http://www.accountingcoach.com/online-accounting-course/60Xpg01.html>

<http://www.accounting-basics-for-students.com/basic-accounting-concepts.html>

Algebra: <http://www.sparknotes.com/math/>

Various topics: <https://www.khanacademy.org/>

### **Course Objectives and Assurance of Learning**

After taking this class, you should:

- Understand business environments (culture, economics, ethics, law, politics) around the world
- Have the tools and skills necessary to analyze the potential of other countries as locations for production, distribution, and marketing
- Know how managing and integrating international operations in many parts of the world differs from a purely domestic focus
- Have the broad perspective required of successful managers working in international business
- Understand the challenges and adaptations required to succeed in business in host countries with differing cultural, political, legal, and economic systems

Assurance of Learning: The BSBA/BABA Learning Goal that applies most directly to this course is Goal 5:

“Possess a global perspective on business.” The two learning objectives associated with this goal are:

Learning Objective 5a: Understand how the business environment, including culture, differs across countries.

Learning Objective 5b: Possess awareness of cultural differences and how these differences affect best practices and ethical responsibilities.

### **Required Materials and Instructions for Accessing Them**

**Students should NOT purchase the book or simulation on their own. Online proctoring is REQUIRED.**

The required materials for this course are ProctorU, a Pearson custom e-textbook, and Capsim (Global DNA online business simulation). These materials are available through Canvas by following the instructions provided in the “Accessing Required Materials” document, which can be found on the “Start Here” page in Canvas under the “Do” heading. Print upgrades for the textbook are available via the UF Bookstore for a nominal charge, approximately \$36.00. We are using a custom digital version of *International Business*, 8<sup>th</sup> Edition, by Ricky W. Griffin and Michael W. Pustay, Pearson Publishing.

### **IMPORTANT NOTES:**

- You must follow the instructions contained in “Accessing Required Materials” **AND** 1) authorize charges **AND** 2) log into Capsim and Pearson by **Wednesday, January 18, 2017, 11:59 p.m.** Failure to do so will cause you to earn a 0 on the “Accessing Required Materials” assignment.
- Following the instructions contained in the “Accessing Required Materials” document allows you to opt in to fees charged to your account for course materials in your classes. These are fees that have been negotiated at lower, bulk rates by the university. If you do not opt in, you will be required to buy course materials on your own at a higher rate. Again, online proctoring is **REQUIRED**.
- You must complete the “Accessing Required Materials” assignment by **Wednesday, January 18, 2017, 11:59 p.m.** In this assignment, you will be required to upload a screenshot to Canvas showing that you opted into the charges for the required materials. However, please note that, as stated above, if you do not authorize charges **AND** log into Capsim and Pearson by **Wednesday, January 18, 2017, 11:59 p.m.**, you will earn a 0 on this assignment, even if you have uploaded your screenshot.
- You **MUST** use your @ufl.edu e-mail address for all activities associated with this class—ProctorU, Capsim Global DNA simulation—or no points can be earned.
- To be able to access the Pearson e-text, you must have a Pearson account. Create one if you do not.

- Study abroad students **SHOULD NOT** opt in to ProctorU.
- UF Online students are **NOT** charged a fee for ProctorU but should opt in anyway.

### **Accessing Course Website**

This course is being presented via the University of Florida's Canvas course management system. You should create a shortcut (link or favorite) in your browser that will take you directly to the e-Learning Support Services login site: <http://elearning.ufl.edu>. Click the blue "e-Learning" button on the right and log in to the website using your GatorLink user name and password. Choose GEB 3373 from the list of available courses.

NOTE: Only students officially registered for this course will be allowed website access. Students who add the course will have to wait 24 – 48 hours for the Canvas course management system to be updated. If you are denied access, please try again in a day or two. If you are still denied access, contact the UF Help Desk at 352-392-HELP (392-4357), or go to their Webpage at <http://helpdesk.ufl.edu/>.

### **Viewing Video Lectures**

To view course video lectures, click on the Video Library (Lectures) link on the Home Page in Canvas.

### **Office Hours—NO APPOINTMENT NEEDED**

Feel free to come by during office hours in person or online—no appointment necessary—or to make an appointment with me for other times if you are not available during office hours. Please note, I do not repeat lectures during office hours; come prepared with specific questions so we can make our time together as productive as possible.

If you cannot meet during regular office hours and need to schedule an appointment, please e-mail me and suggest several times that are convenient for you in your original e-mail. This will allow me to schedule a specific time in my reply.

If you are off-campus, feel free to e-mail me to schedule a phone appointment. I will call you so you will not incur any long-distance fees if they apply. For students who visit [www.join.me/Dr.Phalin](http://www.join.me/Dr.Phalin) during office hours, you are required to type in your first and last name, or you will not be allowed to enter the "office."

### **Course Communications**

**DO NOT use messaging in Canvas or Capsim/Global DNA to communicate with me or the TAs;** no one will read or respond to messages in/from those systems. If you need to reach me, e-mail me at [amanda.phalin@warrington.ufl.edu](mailto:amanda.phalin@warrington.ufl.edu). You can reach the TAs via e-mail once you have been assigned an assistant.

Announcements concerning the class will typically be made during lectures and via Canvas announcements. Make sure you set Canvas Notification Preferences to "Notify me right away"/"ASAP." You may do this by going to Settings→Notifications in the course Canvas page. **\*\*\*You must check Canvas daily for announcements—students are 100% responsible for the consequences of having missed messages.\*\*\***

If you send a message to me or the TAs, you should receive a reply within 24 hours, excluding weekends and holidays. (In other words, if you send a message on Friday, you may not receive a reply until Monday.) If you

do not receive a reply within the specified time, please re-send the e-mail with “RE-SEND:…” and the rest of your original subject line in the subject line.

**The TAs and I do not respond to questions posted on the class discussion board.** You are free to create discussions there among yourselves, but do not expect replies from the TAs or me. If you have a question, first examine the syllabus for an answer, then contact the TAs or me if needed. All discussions should be polite and relevant to course material and issues; threads may be deleted at my discretion.

### **Communications Etiquette**

Since we are in the College of Business, I require my students to conduct themselves in a professional manner when communicating with the TAs or me. E-mails should be written as letters, not as texts. Messages should be concise, clear, professional, and without slang, abbreviations, and language that might be misinterpreted as rude. **Failure to write your e-mail as a proper business letter may result in it not being responded to.** Your interactions with the TAs and me should be conducted with politeness and professionalism at all times. Rude, abrasive language will not be tolerated at any time, in any medium. If you are frustrated by something, I strongly suggest waiting a few hours before angrily typing an e-mail to the TAs or me. **Any rude or inappropriate communications with the TAs or me may result in your e-mail not being responded to—and it may also result in your final grade being lowered at my discretion.** Any inappropriate communications with the TAs or me in any other medium (on the phone, in person) may also result in your final grade being lowered at my discretion.

A rule of thumb for e-mail communications: Often, people do not realize that e-mails can sound rude, unprofessional, and abrasive because tone is very difficult to convey electronically. Before sending an e-mail message to the TAs or me, ask yourself: “Would I say the things I am writing to Dr. Phalin’s face?” As practice and preparation for the business world, ask yourself, “Would I write these things to a potential employer?” If the answer to either question is “no,” I would encourage you to rewrite your e-mail in more professional and polite language before you send it.

In addition, I encourage you to always send a “thank you” e-mail to the TAs or me if we have assisted you. This is not because we like hearing “thank you” on a regular basis (although it is pleasant), but because this is excellent practice for the business world. It is a good habit to develop; people rarely write “thank you” follow-ups these days, and these small niceties can help you stand out—in a good way—in a professional setting.

As stated previously, it is your responsibility to understand the policies for this class; I expect you to examine the syllabus carefully for answers to your question(s) **BEFORE** you contact the TAs or me. In large classes, this facilitates faster and more efficient communications overall. Therefore, **if you e-mail the TAs or me with a question whose answer can be found in the syllabus, you will receive a reply of, “Please see the syllabus.”**

A note on building a personal relationship: If you plan to ask me, or any other professor, for a recommendation letter or reference, make an effort to attend virtual or in-person office hours and get to know me. I do not provide recommendations for students I do not know.

## **Technology & Technology Help**

For all technologies used in the class, it is best to use Chrome as your browser. If you experience issues with any technology required for this class, the first thing to do is clear your cache of history and cookies and allow popups. Also try restarting your computer or other device. If that does not work, use one of the options below.

If you experience problems with Canvas, the TAs and I **CANNOT HELP YOU**. This is not because we don't want to help you, but because we do not have the capability to do so. Contact the UF Help Desk at 352-392-HELP (392-4357) or go to their Webpage at <http://helpdesk.ufl.edu/>.

If you experience problems with the Pearson e-text, the TAs and I **CANNOT HELP YOU**. This is not because we don't want to help you, but because we do not have the capability to do so. Contact Pearson support at <https://support.pearson.com/getsupport/s/?tabset-dd12d=1>. Be sure to get an incident number

If you experience problems with the Capsim–Global DNA simulation, the TAs and I **CANNOT HELP YOU**. This is not because we don't want to help you, but because we do not have the capability to do so. Contact [support@capsim.com](mailto:support@capsim.com) or 877-477-8787.

## **Attendance**

If you are attending the live class, please be courteous to your classmates and me:

- Arrive a few minutes before class begins so you are ready to start class promptly at 11:45 a.m.
- There will generally be a 10-minute break; arrive on time back to class after the break.
- Turn off all cell phones and do not text, Tweet, check Facebook, etc. If these activities interfere with class, you may be asked to leave at my discretion.
- Do not talk to each other during class.
- DO ask questions.

This helps maintain a professional environment. I encourage everyone registered for the class to watch the class in person if possible. You can safely start attending after the third lecture and be reasonably assured of finding a seat in the room. Requirements for class attendance and other course work are consistent with university policies, which can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

## **Participation (See syllabus calendar for due dates)**

The following required activities allow you to earn points toward class participation:

*Syllabus Quiz*: 30 true/false questions test your knowledge about class policies contained in the syllabus. You have one 15-minute attempt to complete the quiz, so you need to read the syllabus fully and carefully several times to make sure you understand its contents before taking the quiz, or you will lose points.

*Survey 1*: 25 multiple-choice questions gauge your current knowledge of and opinions about topics in international business. There are no right or wrong answers—as long as you answer all questions, you will earn full credit.

*Survey 2*: 25 multiple-choice questions gauge how your knowledge of and opinions about topics in international business may have changed during the semester. There are no right or wrong answers—as long as you answer all questions, you will earn full credit.

*Academic Integrity Assignment:* This short assignment requires you to review the university's honor code and class policies and to indicate that you agree to conduct yourself with the highest level of academic integrity.

*Accessing Required Materials Assignment:* This assignment is required by the College of Business. It requires you to upload a screenshot of your "opt in" page (an example can be found in the "Accessing Required Materials" document) to confirm that you have opted in to charges for all required course materials.

### **Homework Assignments**

You will complete one homework assignment for each chapter in Canvas. Each assignment will consist of 20 questions (each question worth one point) from that chapter's material. Due dates for all assignments are in the class calendar. **NOTE: The last set of assignments is due the last day of class since it is against university policy to require students to complete assignments during reading and finals weeks.** The assignments are open-book, open-note, and untimed. You have the option of completing the assignments all at once, or working on them throughout the specified time period during the term. **I drop your three lowest homework scores from the Chapters 1–9 assignments before calculating the final grade. You are required to complete the homework assignments for Chapters 10, 12, 13, and 16-17.** These last homework assignments are fairly easy; however, students tend to slack off the last third of the semester and don't put a lot of work into these assessments. As a result, they lose easy points. Don't let that happen to you—stay engaged. Although I drop your three lowest scores out of the first nine assignments, I recommend that you complete all of them. You never know when an emergency will arise and you will need that dropped score.

Please note: I strongly advise against leaving the homework until the last minute. If the system goes down 5 minutes before the due date/time, that is your responsibility. If you have a scheduling conflict that occurs at the last minute, that is your responsibility. The assignments are open and available for you to work on from day one. Take advantage of that time and use it wisely. **There are no makeups allowed for homework assignments, no exceptions.** If you experience a technical problem while/after completing homework, the TAs and I **CANNOT HELP YOU**. This is not because we don't want to help you, but because we do not have the capability to do so. Contact the UF Help Desk (please see above). It is your responsibility to check Canvas and ensure that your homework grades have been entered.

### **Pop Quiz**

At some point during the last third of the semester (after Exam 2 but before the end of the term), you will have 48 hours to complete a 15-minute pop quiz in Canvas consisting of 20 questions coming from some or all of the following chapters and lectures: 10, 12, 13, and/or 16-17. Each question will be worth 1 point. Although the pop quiz is open-book and open-note, because you have only a short time to complete it, you will need to be very familiar with the material it covers. There is no appeals process for the quiz. I will alert you via a Canvas announcement one hour before the 48-hour window opens, as well as which chapters the quiz covers.

Note: The pop quiz should be taken via a **WIRED** internet connection. Any technical problems you may experience during the quiz are your responsibility.

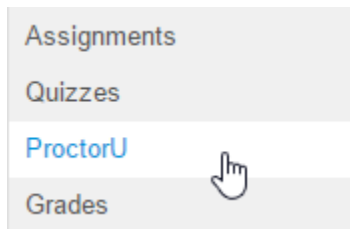
Also note: Although the Pop Quiz is only 20 points, most students need all the points they can get to earn the grade they want. Despite this fact, most people do not study for the quiz and as a result earn a low score; the average score on the Pop Quiz is 14/20, or 70%. I do not curve the Pop Quiz, so be sure to study well so you can earn as many points as possible on this assessment.



## Proctored Exams

To maintain a high standard of academic integrity and ensure that the value of your UF degree is not compromised, course exams will be proctored online by ProctorU for on-campus and UF Online students. (Study abroad students, please check with your program office for exam information, and see below.) Students will take exams electronically using the Canvas course website, but you will register with ProctorU early in the semester and then sign up for a time for a certified proctor in a testing facility to observe you on your computer while you take your exam. You need a webcam, speakers, microphone, and reliable Internet connection to take your exams. **A WIRED INTERNET CONNECTION IS REQUIRED.** You also need a mirror or other reflective surface.

You can access the ProctorU site directly in Canvas from the left menu.



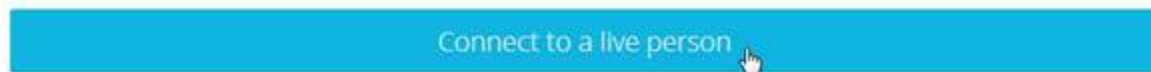
*If you already have a ProctorU account, you can use the same account.*

You should get set up with ProctorU and schedule your exam appointment times during the first week of the semester. You must sign up for an appointment at least **72 hours** before an exam. Failure to do so will result in additional fees and reduce the likelihood that the time you want will be available. You should receive a confirmation email from ProctorU. If you experience any trouble with online registration, **I CANNOT HELP YOU** because I do not have access to their registration system. Call **855-772-8678**.

**Prior to each exam**, go to the [ProctorU Test Page](#) to ensure your computer is ready for online proctoring. Try to create the environment that you will be in during the exam (e.g., other people in your apartment using the internet at the same time) before you do the tests. After you get the 6 checks that your system is ready:



Take the extra step to connect to a live person:



This process takes just a few minutes, is completely free, and is available 24/7. When you connect to a live person, make sure to recreate test-taking conditions. If you test your system when no one else is at home using the internet, it may give you a false idea of how the system will actually work during exam time.

If you are unable to take an exam because of a technical glitch on your end, that is your responsibility. However, if you do experience technical difficulties during the exam, ProctorU will document those difficulties and communicate them to me.

*It is your responsibility to read the [Proctored Exams Student Guide](#) fully and carefully.*

Please note:

- Students should review their answers carefully before submitting any exam. If you accidentally hit the wrong answer, it is your responsibility and cannot be attributed to the e-Learning system or ProctorU.
- The use of ProctorU at international locations is currently not supported by WCBA.
- Taking bathroom breaks or otherwise leaving the testing area during exams is considered cheating and will be treated as such, with the offending student being assigned an “E” for the course.

After each exam, I strongly encourage you to fill out the survey from ProctorU about your experience with the proctoring service. They take these surveys seriously and make changes based on them; in addition, this information is shared with faculty on a regular basis, so it is important for us to get a clear picture of student experience and satisfaction.

## Study Abroad Students

I do not schedule these exams; the college’s International Programs Office does. The times of study abroad exams are **DIFFERENT** than for on-campus exams. Students should check their respective program websites or pre-departure guides for dates/times/locations:

UF in London: <https://site.warrington.ufl.edu/london/>

UF in Madrid: <https://site.warrington.ufl.edu/madrid/>

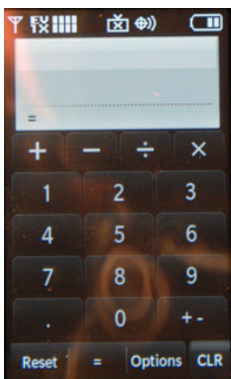
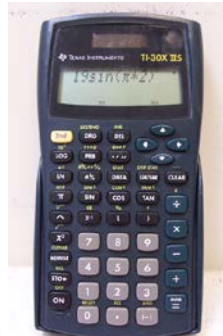
UF in Paris: <https://site.warrington.ufl.edu/paris/>

UF in Rome: <https://site.warrington.ufl.edu/rome/>

UF in Dublin: <https://site.warrington.ufl.edu/dublin/>

**ONLY non-programmable, simple, four-function calculators are allowed during exams. No other calculators are allowed, including financial and scientific calculators, and calculators found on computers, cell phones and other PDAs. No watches of any kind are allowed. Violating these rules **WILL** result in offenders being assigned an “E” for the course.**

Examples of calculators **NOT ALLOWED**:



Examples of calculators **ALLOWED**:



If you don't have a simple, four-function calculator, be sure to purchase one well in advance of the exams. No cell phones are allowed during exams. You are allowed a piece of scratch paper and a pen or pencil in addition to a four-function calculator.

### **Exam Schedule**

There are two exams; neither is cumulative. Both tests are multiple-choice, closed-book, and closed notes. Each is 90 minutes long and contains 50 questions worth 4 points each. The exams are open for multiple days, and you may take the exams anytime during the exam periods from any location that has a reliable internet connection.

**Exam 1: Opens Sunday, February 19, 5 a.m.; closes Tuesday, February 21, 5 p.m.**

**Exam 2: Opens Sunday, April 2, 5 a.m.; closes Tuesday, April 4, 5 p.m.**

**\*\*PLEASE NOTE**: I strongly encourage you to take the exams as early in the exam periods as possible. That way, if a technical issue arises, it can be handled in a timely manner.\*\*

If material is in an assigned chapter, in the videos, or in the lectures, it is fair game, so it may be on the test. Just because I don't mention something from the chapter in class does not mean it won't appear on the exam. We also discuss current events in class, and will possibly have guest lecturers, and those topics are covered on exams as well.

Each exam will be curved to ensure a class average of 75 percent. If the class average falls below 75 percent, I will add the required number of points to each test to bring up the average grade. I will not subtract points if the class average exceeds 75 percent.

Answers will be available on Canvas 3–4 business days after the exam. **It is your responsibility to check Canvas and ensure that your exam grades have been entered.** You can check exam grades in Canvas by clicking the Grades button on the left-hand navigation bar.

**\*\*NOTE**: The material covered in Exam 2 is significantly more difficult and quantitative than the material covered in Exam 1. Generally, the study time needed to earn a good grade on Exam 2 is significantly higher than what is needed for good a grade on Exam 1.\*\*

### **Makeup Exam**

If you miss Exams 1 or 2, you may not take those exams at other times, no exceptions. However, I do schedule one makeup exam (covering material from Exams 1 or 2) near the end of the semester, Wednesday, April 19, start times between 7:00 p.m. – 8:00 p.m., online via ProctorU and Canvas. (Study abroad students, please check with your respective programs for the time of the makeup exam.) **You must have my permission**

**BEFORE missing Exams 1 or 2 to be able to take the makeup exam**, with two exceptions noted below. There is no appeals process for the makeup exam.

You may request advance permission to take the makeup exam if:

- You have another class with an exam at the same date/time that cannot be moved. According to university rules, assembly exams take precedence over class exams, regardless of the course number. If another assembly class has a lower number than 3373, this course takes precedence, and the other exam must be moved. A note is required from the Dean of Students Office.
- You observe a major religious holiday. (Note: None of our exam dates conflict with any major holidays on the Christian, Jewish, or Muslim calendars.) A note is required from the Dean of Students Office.
- You participate in a UF-sponsored event. You are required to provide a note from sponsoring faculty to confirm your participation.

It is **100% your responsibility to check your schedule BY THE END OF DROP/ADD, Tuesday, January 10, 5:00 p.m., for conflicts and discuss them with me by that time.** In other words, if you explain to me **AFTER** drop/add or **AFTER** missing Exams 1 or 2 that you were at a UF event or other exam, then you will not be allowed to take the makeup.

Advance notice may not be required if:

- The Dean of Students Office provides me with a note stating that you were physically unable to take the exam. (For the note to say that you saw a doctor on the day of the exam is not enough. The note should specify that you were physically unable to attend.)
- You have an equally valid emergency (e.g., death in the immediate family) documented by the Dean of Students Office to be discussed on a case-by-case basis.

**NOTE: You MUST contact me within 12 hours of unexpectedly missing an exam to be able to take the makeup.**

The makeup exam is **NOT** allowed if:

- You have vacation/family plans, or your parents bought your tickets without consulting you.
- You have non-academic activities that interfere with the exam.
- You just don't feel up to taking the exam that day.
- You have 1-2 other exams on the same day, but not at the same time, as a GEB 3373 exam.

### **UF Exam Policies**

Please visit: <https://catalog.ufl.edu/ugrad/current/regulations/info/exams.aspx> for information.

### **Question Appeals**

I include an appeals process for exams and homework assignments as a courtesy to you. This process is a privilege, not a right. As a result, my decisions on appeals are final. Appeals should be limited to mistakes and errors; appeals that argue semantics and/or interpretation are unlikely to be accepted. I expect all appeals to be professional, polite, clear, well-argued, and to follow the guidelines listed below.

Appeals are considered and accepted on a per-person, individual basis. You must initiate the appeal of an answer to an exam question within 24 hours (including weekends and holidays) of the date the key is made available on Canvas. You must initiate the appeal of an answer to a homework question within 24 hours

(including weekends and holidays) of the date the homework closes. All appeals must be sent to the head TA, Sharon Sabbagh: [ssabbagh@ufl.edu](mailto:ssabbagh@ufl.edu). Do **NOT** send appeals directly to me. **Failure to follow the instructions below may result in your appeal not being considered or even read.**

1. If you believe there is an error in an exam question, the subject line of your e-mail should read “Exam Question Appeal.” In the body of the e-mail, include, in the following order:
  - Full student name ***as it appears on the class roll***
  - Student e-mail address
  - Your Section #
  - Your UFID
  - Full text of the question and its answers
  - A clear but brief explanation of why the question and/or answer is wrong. In your appeal, **you MUST site a specific page #, PowerPoint slide #, and/or video timestamp to support your claim.** Wikipedia and other non-verified sources (about.com, infoplease, Yahoo! Answers, etc.) are not valid sources for exam appeals.
2. If you believe there is an error in a homework question, the subject line of your e-mail should read “Homework Question Appeal.” In the body of the e-mail, include, in the following order:
  - Full student name ***as it appears on the class roll***
  - Student e-mail address
  - Your Section #
  - Your UFID
  - Homework Chapter #
  - Full text of the question and its answers
  - A clear but brief explanation of why the question and/or answer is wrong. In your appeal, **you MUST site a specific page #, PowerPoint slide #, and/or video timestamp to support your claim.** Wikipedia and other non-verified sources (about.com, infoplease, Yahoo! Answers, etc.) are not valid sources for exam appeals.

### **Global DNA Business Simulation**

In lieu of a final exam, throughout the semester, students will work on and complete an online international-business simulation titled Global DNA (Publisher: Capsim). Each student will manage a company that creates, manufactures, and globally distributes medical-testing devices. Each student will be grouped into “industries” or “pods” of five other students and one computer and will compete against each other within those industries.

In each “round,” of the game, you will investigate extensive data provided in the simulation that details consumer preferences and market characteristics in three regions: the Americas, Asia, and Europe. Based on your interpretation of these data, you will determine what type of devices you should introduce in each region, where the devices should be produced, how many you should produce for each region, pricing for each region, marketing strategies and budgets for each region, and financing decisions.

You will play the game in three stages (Deadlines for each stage can be found in the class calendar below.):

- Stage 1: Introduction, Canvas Quizzes, and Executive Development Program (EDP)
- Stage 2: Three Practice Rounds
- Stage 3: Six Competition Rounds

### Stage 1: Introduction, Canvas Quizzes, and Executive Development Program

You are required to complete various introductory assignments culminating in a tutorial called the Executive Development Program (EDP) that you will finish for comprehension and completion points. Please note: You must complete the Executive Development Program in its entirety in order to earn completion points. If you complete only part or parts, you will earn no points; your score is based on both the tasks completed during the program AND the questions at the end of each section—make sure you do all the work. In addition, you must earn a score of at least 70% on the EDP to earn completion points. If you earn a score below 70%, you will earn no points. Please call/e-mail Capsim support for your EDP score to ensure you have earned at least 70%. You should feel free to consult your classmates as you complete this stage.

Upon logging into the game, a set of “Getting Started” videos automatically pops up, which you are required to watch. Then, you will be directed to the home page of your medical-testing device company. Next, you will be required to read the “Manager’s Guide,” a PDF that guides you through the entire game process and resources from beginning to end. Third, you will see articles on the top of the page. You are required to read the eight articles and complete a quiz for each, which can be found in Canvas under the “Assignments” tab. Finally, you will do the “Executive Development Program,” which is the tutorial you will finish for completion points. Videos and pop-up boxes with directions and explanations accompany every step of the tutorial.

### Stage 2: Three Practice Rounds

Before starting the practice rounds, you should pick a business strategy. You may do this by using the “Strategy Picker,” which can be found by clicking on the “Help & Support” button at the top of your dashboard page in Capsim. You may also choose to formulate your own strategy after examining the Strategy Picker. Note that some strategies take a few rounds to yield results depending on what you and your competitors choose.

You have at least seven days to complete each practice round and graded round. (Consult the class calendar below for all specific due dates.) You will make business decisions in R&D (products to be developed, with what specifications in which markets), Marketing (prices and advertising expenditures for different markets), Production (forecast demand, in-house production vs. outsourcing in different markets), and Finance (issue stock, take out loans, etc.). **In order to earn points, you MUST save all of your decisions at the end of each round. Failure to do so will result in 0 points for that round.** At the end of each round, I will close the game and process the results. **\*\*\*Please note that once you have submitted your decisions, they are final, and the round, once closed, cannot be re-opened to make changes, no exceptions.\*\*\***

After the results are processed, you will be able to read “The Globe,” a 15-page “Industry Newspaper” that gives you detailed information from all four departments about how your company performed compared with its competitors. You will know which competitors have new products coming out in future rounds, your competitors’ marketing and production decisions, and their financial positions. You will also be able to examine the Debrief Tool, a report that walks you through “The Globe” and helps you understand your decisions and ways you can improve each round. With your own analysis of “The Globe” and the Debrief Tool, teams will continue to Practice Round 2, and the process repeats.

In the practice stage, each student gets full credit as long as they complete the round and **save their decisions**; there are no “winners.” However, as described above, you must hit save/submit to earn points. Please note: The practice round results do NOT carry forward to the graded rounds; the scoreboard is wiped clean. During Stage 2, students are free to consult with others as they play the rounds.

## Group Stage 2: Six Graded Competition Rounds

This stage will operate exactly like the practice stage, except that students will be graded based on the following process: Each graded round is worth 20 points. You automatically earn 10 points for completing the round—i.e., making decisions, saving, and hitting submit. (You **MUST** do this in order to earn the minimum points.) You will then be ranked 1-6 (including the computer) depending on your performance at the time of round submission. The ranking will be calculated using your performance based on the following metrics:

Profits: 35%

Return on Assets: 15%

Market Share: 35%

Market Cap: 15%

Students ranked 1 will earn 10 points (in addition to the 10 points every team earns for completing the round).  
Students ranked 2 will earn 9 points (in addition to the 10 points every team earns for completing the round).  
Students ranked 3 will earn 8 points (in addition to the 10 points every team earns for completing the round).  
Students ranked 4 will earn 7 points (in addition to the 10 points every team earns for completing the round).  
Students ranked 5 will earn 6 points (in addition to the 10 points every team earns for completing the round).  
Students ranked 6 will earn 5 points (in addition to the 10 points every team earns for completing the round).

In other words, the lowest possible score you can earn for each graded round is 15 points. Note that with the introductory assignments, practice rounds, and completion survey, the majority of points are easily earnable by simply completing the work. If you complete all components of the simulation from beginning to end and earn all possible points outside the graded rounds, the lowest grade you can earn on the Global DNA component of the course is a B. Your grade may be lower if you perform poorly on quizzes, or if you do not complete the Executive Development Program or practice rounds.

In the case of a tie, both students get the high score; i.e., if two students are ranked 1, both will earn 20 points.

**\*\*\*AGAIN: Please note that you must save and submit your decisions, and that once you have submitted your decisions, they are final, and the round, once closed, cannot be re-opened to make changes, no exceptions.\*\*\*** To confirm that you have saved decisions for all your departments, go to your dashboard page and scroll down to “Team Activity.” Click on “Click here for decision history.” Once there, scroll to the bottom of the page. You will see “Decisions Uploaded,” which should read “ALL DEPTS,” as well as the round # and the date/time of the upload. If you see “No decision history,” this means you did not save your decisions, and that you should do so. Also, if you call or e-mail Capsim Support, they can confirm whether or not your decisions have been properly saved.

## High-Performance Bonus

Students that place 1<sup>st</sup> in the last round will earn 10 extra points

Students that place 2<sup>nd</sup> in the last round will earn 5 extra points

Students that place 3<sup>rd</sup> in the last round will earn 2 extra points

## Global DNA Help

If you need technical or substantive assistance, contact [support@capsim.com](mailto:support@capsim.com) or 877-477-8787. Capsim can provide help with both technical issues and if you have questions about how to play the simulation. In addition, each industry will be assigned a TA that you may contact. However, TAs will NOT tell you what decisions to make. They can offer you guidance and suggestions, but it is not their job to give you specific numbers to input in the simulation.

You can also find help files in Canvas on the bottom of the “Start Here” page. These documents are extremely useful and will help walk you through the simulation, as well as giving you tips and hints.

**\*\*\*Please note that the decisions you make are your own, and that neither Capsim, the TAs, nor I are responsible for any negative results you may incur as a result of advice, which can never take into account the decisions that others (including the computer) may make.\*\*\***

### Cheating

Although you may consult other students during Stages 1 and 2, it is considered cheating to communicate with other students during Stage 3, the graded competition rounds. Any attempts to do so will result in you being assigned an “E” in the course.

### Completion Survey

At the end of the semester, students are required to complete a survey about their experience with the simulation. (Please see due date in the calendar below.) There are no right or wrong answers—as long as you answer all questions, you will earn full credit.

### Simulation Extra Credit for Study Participation

The first time you log into Capsim, you will see a screen asking you to participate in a study I am conducting about decision-making in international business. **\*\*\*Study participation DOES NOT REQUIRE ADDITIONAL WORK.\*\*\*** Agreeing to participate in the study just means that you will play the simulation as you normally would, but that after the semester is complete, I will be able to use anonymized data from your work to help answer some important research questions in this area.

By clicking “Agree,” you will automatically earn 10 extra credit points (on top of the 20 extra credit points available for students to earn in Yellowdig, described below). If you DO NOT agree to participate in the study, you may also earn 10 extra credit points (on top of the 20 extra credit points available for students to earn, described below) in Yellowdig, also described below.

### Grading

Participation	(approx. 8.89%)
-Syllabus Quiz	15 points
-Survey 1	25 points
-Survey 2	25 points
-Academic Integrity Assignment	10 points
-Accessing Required Materials Assignment	5 points
Homework	200 points (approx. 22.22%)
Pop Quiz	20 points (2.22%)
Exam 1	200 points (approx. 22.22%)
Exam 2	200 points (approx. 22.22%)
Global DNA	(approx. 22.22%)
-Stage 1	30 points (20 points for quizzes; 10 points for EDP)
-Stage 2	30 points (10 points per round)
-Stage 3	120 points (20 points per round)
-Completion Survey	<u>20 points</u>
Total	900 points



The following scale will be used to determine your final grade:

A	$\geq 837$	B-	$< 747 \geq 720$	D+	$< 630 \geq 603$
A-	$< 837 \geq 810$	C+	$< 720 \geq 693$	D	$< 603 \geq 567$
B+	$< 810 \geq 783$	C	$< 693 \geq 657$	D-	$< 567 \geq 540$
B	$< 783 \geq 747$	C-	$< 657 \geq 630$	E	$< 540$

The scale listed above is firm. Students should assume that 836.99 is followed by an infinite number of nines, and the rest of the cut-offs follow accordingly. No matter how close you may be to the next higher grade, I will not change your grade. Although I will gladly review your grade to make sure you are evaluated fairly, **I will not respond to e-mails asking for additional extra credit or grade changes.**

### **Extra Credit**

Starting Monday, January 23, each student has the opportunity to earn a total of 30 extra credit points. You have two options to earn the 30 points:

*Option 1:* Agree to participate in the simulation study to automatically earn 10 extra credit points, and earn 20 additional points by participating in Yellowdig, described below.

*Option 2:* Disagree to participate in the simulation study and earn 30 points by participating in Yellowdig, described below. You must participate in Yellowdig at least once to earn the 10 extra credit points that study participants earn.

Yellowdig is an online forum for student interaction and co-learning. You can access Yellowdig in the Canvas course website starting Monday, January 23, by clicking on the “Yellowdig” button on the left-hand navigation bar. Once in Yellowdig, you can respond to posts from me, from TAs, from other students, or create your own. **Only a certain number of points will be available to earn every week; in order to earn all available extra credit points, you must earn the full weekly points available for at least 10 of the 12 weeks Yellowdig will be open for participation.** You earn points for writing posts and responses to other posts, and you will see point leaders on the top of the page. Weekly, TAs will pick a top poster, and that poster will earn an “instructor’s badge” and an additional point (on top of the 30 total possible). At the end of the term, the points earned in Yellowdig will be scaled to equal a total of 20 points and added into the Canvas gradebook. Yellowdig weeks will begin on Mondays at 12:00 a.m., which means that Yellowdig weekly participation deadlines will be Sundays at 11:59 p.m.

### *Yellowdig Guidelines*

- The purpose of the Yellowdig board is to share news stories related to *international business*. If your posting is not business, and is not international, it will be deleted, and you will not earn any points.
- You should use only reputable and reliable news sources.
- All postings should be professional and polite—no personal attacks will be tolerated.
- No repeat articles allowed. If you post something that someone else has already posted, your story will be deleted and you will not earn points
- Do **NOT** use the word “interesting” to describe an article. If that is the only thing you can find to say about a story, then it is not worth posting! Find some synonyms and think a little deeper!

## **Accommodations**

Students with disabilities requesting accommodations should first register with the Disability Resource Center by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to me when requesting accommodations. **I must receive requests for accommodations by the end of drop/add, Tuesday, January 10, 5:00 p.m.** For more information, please visit <https://www.dso.ufl.edu/drc> or call 352-392-8565.

## **UF Grading Policies**

See information on the university's grading policies here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## **UF Faculty Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

## **Grievance Process**

Should you have issues with your experience in this course that cannot be resolved with the professor, department, or program, please visit <http://www.distance.ufl.edu/student-complaints> if you are an online student or [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf) if you are an on-campus student.

## **Counseling, Emergency Assistance, and Campus Resources for Health and Wellness**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Other resources include:

- Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575
- University Police Department: 392-1111 or 9-1-1 for emergencies, or <http://www.police.ufl.edu/>
- Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161

## **Additional Academic Resources**

- Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>
- Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.  
<http://writing.ufl.edu/writing-studio/>

## Class Schedule

The “Syllabus” page in Canvas has all due dates and important deadlines listed for the class in chronological order. Please use it daily.

**\*\*\*NOTE: I may update the syllabus during the semester with changes or additions. I will send out an announcement via Canvas when I do. Make sure to keep up-to-date with additions and changes.\*\*\***

**\*\*\* During class or in Canvas announcements, I may also assign online readings and/or videos from recent news if they are relevant to the topics we are discussing. These will appear on exams.\*\*\***

**\*\*\*Note that all deadline and exam times are in U.S. Eastern time.\*\*\***

DATE	IN-CLASS WORK	HOMEWORK/ASSIGNMENTS
Wed., Jan. 4	-Introduction -Review of Syllabus, Canvas, Global DNA Simulation	-Read Chapter 1 -All homework assignments open, 9 a.m. -Global DNA Executive Development Program open, 9 a.m. -Global DNA Article quizzes open, 9 a.m.
Mon., Jan. 9	-Chapter 1: An Overview of International Business	
Wed., Jan. 11	-Chapter 1: An Overview of International Business	-Read Chapter 2
Fri., Jan. 13		-Syllabus Quiz due, 11:59 p.m. -Survey 1 due, 11:59 p.m.
Mon., Jan. 16	<b>-MLK DAY—UNIVERSITY CLOSED</b>	
Wed., Jan. 18	-Chapter 2: Global Marketplaces & Business Centers	-Deadline to authorize charges for Capsim and Pearson <b>AND</b> log in to Capsim and Pearson via Canvas, 11:59 p.m. -Accessing Required Materials Assignment due, 11:59 p.m. -Academic Integrity Assignment due, 11:59 p.m.
Mon., Jan. 23	-Chapter 2: Global Marketplaces & Business Centers	-Read Chapter 3 -Yellowdig extra credit begins
Wed., Jan. 25	-Chapter 2: Global Marketplaces & Business Centers	
Sun., Jan. 29		-Yellowdig extra credit Week 1 due, 11:59 p.m.
Mon., Jan. 30	-Chapter 3: Legal, Technological, Accounting, & Political Environments	-Global DNA Executive Development Program due, 11:59 p.m. -Global DNA Article quizzes due, 11:59 p.m. -Read Chapter 4
Wed., Feb. 1	-Chapter 3: Legal, Technological, Accounting, & Political Environments -Chapter 3 Intellectual Property Rights Case Study	
Sun., Feb. 5		-Yellowdig extra credit Week 2 due, 11:59 p.m.

Mon., Feb. 6	-Chapter 4: The Role of Culture	-Read Chapter 5 <b>-Global DNA Practice Round 1 due, 11:59 p.m.</b>
Wed., Feb. 8	-Chapter 4: The Role of Culture	
Sun., Feb. 12		<b>-Yellowdig extra credit Week 3 due, 11:59 p.m.</b>
Mon., Feb. 13	-Chapter 5: Ethics & Social Responsibility in International Business	-Read Chapter 6 <b>-Global DNA Practice Round 2 due, 11:59 p.m.</b>
Wed., Feb. 15	-Chapter 5: Ethics & Social Responsibility in International Business	
Sun., Feb. 19	<b>-Exam 1, On-Campus &amp; UF Online (Study Abroad students: Check program websites)</b>	<b>-Exam 1 Opens, 5 a.m.</b> <b>-Yellowdig extra credit Week 4 due, 11:59 p.m.</b>
Mon., Feb. 20	<b>-Exam 1, On-Campus &amp; UF Online (Study Abroad students: Check program websites)</b> -Chapter 6: International Trade and Investment	
Tues., Feb. 21	<b>-Exam 1, On-Campus &amp; UF Online (Study Abroad students: Check program websites)</b>	<b>-Exam 1 Closes, 5 p.m.</b> <b>-Chapter 1-5 homework assignments due, 11:59 p.m.</b>
Wed., Feb. 22	-Chapter 6: International Trade and Investment	-Read Chapter 7
Sun., Feb. 26		<b>-Yellowdig extra credit Week 5 due, 11:59 p.m.</b>
Mon., Feb. 27	-Chapter 7: The International Monetary System & the Balance of Payments	<b>-Global DNA Practice Round 3 due, 11:59 p.m.</b>
Wed., Mar. 1	-Chapter 7: The International Monetary System & the Balance of Payments	-Read Chapter 8
Sun., Mar. 5		<b>-Yellowdig extra credit Week 6 due, 11:59 p.m.</b>
Mon., Mar. 6	<b>-SPRING BREAK—UNIVERSITY CLOSED</b>	<b>-Global DNA Round 1 due, 11:59 p.m.</b>
Wed., Mar. 8	<b>-SPRING BREAK—UNIVERSITY CLOSED</b>	-Read Chapter 9
Sun., Mar. 12		<b>-Yellowdig extra credit Week 7 due, 11:59 p.m.</b>
Mon., Mar. 13	-Chapter 8: Foreign Exchange & International Financial Markets	<b>-Global DNA Round 2 due, 11:59 p.m.</b>
Wed., Mar. 15	-Chapter 8: Foreign Exchange & International Financial Markets	-Read Chapter 10
Sun., Mar. 19		<b>-Yellowdig extra credit Week 8 due, 11:59 p.m.</b>
Mon., Mar. 20	-Chapter 8: Foreign Exchange & International Financial Markets	<b>-Global DNA Round 3 due, 11:59 p.m.</b>
Wed., Mar. 22	-Chapter 9: Formulation of National Trade Policies	
Sun., Mar. 26		<b>-Yellowdig extra credit Week 9 due, 11:59 p.m.</b>
Mon., Mar. 27	-Chapter 9: Formulation of National Trade Policies	<b>-Global DNA Round 4 due, 11:59 p.m.</b> -Read Chapter 12

Wed., Mar. 29	-Chapter 10: International Cooperation Among Nations	
Sun., Apr. 2	<b>-Exam 2, On-Campus &amp; UF Online (Study Abroad students: Check program websites)</b>	<b>-Exam 2 Opens, 5 a.m. -Yellowdig extra credit Week 10 due, 11:59 p.m.</b>
Mon., Apr. 3	<b>-Exam 2, On-Campus &amp; UF Online On-campus (Study Abroad students: Check program websites)</b> -Chapter 10: International Cooperation Among Nations	
Tues., Apr. 4	<b>-Exam 2, On-Campus &amp; UF Online On-campus (Study Abroad students: Check program websites)</b>	<b>-Exam 2 Closes, 5 p.m. -Chapter 6-9 homework assignments due, 11:59 p.m.</b>
Wed., Apr. 5	-Chapter 10: International Cooperation Among Nations	-Read Chapter 13 -Read specified pages in Chapters 16-17
Sun., Apr. 9		<b>-Yellowdig extra credit Week 11 due, 11:59 p.m.</b>
Mon., Apr. 10	-Chapter 12: Strategies for Analyzing & Entering Foreign Markets	<b>-Global DNA Round 5 due, 11:59 p.m.</b> -Read specified pages in Chapters 16-17
Wed., Apr. 12	-Chapter 12: Strategies for Analyzing & Entering Foreign Markets	<b>-Survey 2 due, 11:59 p.m.</b>
Sun., Apr. 16		<b>-Yellowdig extra credit Week 12 due, 11:59 p.m.</b>
Mon., Apr. 17	-Chapter 12: Strategies for Analyzing & Entering Foreign Markets -Chapter 13: International Strategic Alliances	<b>-Global DNA Round 6 due, 11:59 p.m.</b>
Wed., Apr. 19	-Chapter 13: International Strategic Alliances <b>-Makeup Exam—Start times between 7:00 p.m. – 8:00 p.m., Chapters 1-10, 12-13, 16-17</b> <ul style="list-style-type: none"> <li>• <b>On-campus students (live and online), UF Online students: ProctorU</b></li> <li>• <b>Study Abroad students: Check with program staff</b></li> </ul>	<b>-Chapters 10, 12-13, 16-17 homework assignments due, 11:59 p.m.</b> <b>-Global DNA Completion Survey Due, 11:59 p.m.</b>
<b>***Recorded Lecture to watch on your own time before end of term***</b>	<b>***Recorded Lecture to watch on your own time before end of term***</b> -Chapter 16: Product Policy (pp. 454-457) -Chapter 16: Promotion Issues & Decisions (pp. 461-465) -Chapter 16: Distribution Issues & Decisions (pp. 466-469) -Chapter 17: International Services Operations (pp. 489-491)	<b>***Recorded Lecture to watch on your own time before end of term***</b>