

## Course Information

Date Submitted: 12/3/2012

Current Prefix and Number: MBA - Master of Business Admin, MBA 627 - KNOWLEDGE MANAGEMENT

Other Course:

Proposed Prefix and Number: MBA 627

What type of change is being proposed?

Major Change

Should this course be a UK Core Course? No

## 1. General Information

a. Submitted by the College of: College of Business and Economics

b. Department/Division: Business and Economics

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Harvie Wilkinson

Email: [harvie.wilkinson@uky.edu](mailto:harvie.wilkinson@uky.edu)

Phone: 257-1924

Responsible Faculty ID (if different from Contact)

Name: Steve Skinner

Email: [steve.skinner@uky.edu](mailto:steve.skinner@uky.edu)

Phone: 257-1543

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

## 2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: N/A

b. Full Title: KNOWLEDGE MANAGEMENT

Proposed Title: Global Business Management

c. Current Transcript Title: KNOWLEDGE MANAGEMENT

Proposed Transcript Title: Global Business Management

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 1

Proposed Meeting Patterns

LECTURE: 2

f. Current Grading System: Graduate School Grade Scale

Proposed Grading System: PropGradingSys

g. Current number of credit hours: 1

Proposed number of credit hours: 2

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: Open only to students in the daytime MBA track.

Proposed Course Description for Bulletin: Open only to students in the daytime MBA track.

2j. Current Prerequisites, if any: Prereq: MBA 600, 601, 602, 603, 604, 605, 606, 610, 611 and 612.

Proposed Prerequisites, if any:

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

## Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|MKT210|Steven J Skinner|College approval for ZCOURSE\_CHANGE MBA 627|20121009

SIGNATURE|ZNNIKO0|Roshan N Nikou|Graduate Council approval for ZCOURSE\_CHANGE MBA 627|20121029

SIGNATURE|MKT210|Steven J Skinner|Approval resent to college for ZCOURSE\_CHANGE MBA 627|20121113

SIGNATURE|ZNNIKO0|Roshan N Nikou|Graduate Council approval for ZCOURSE\_CHANGE MBA 627|20121120

## **MBA 627 – GLOBAL Commerce and Strategy**

**Instructor:** Darren Srebnick, Sr. International Trade Specialist (lead instructor and coordinator)

**Office:** Rm. 145 Gatton Bldg.

**Phone:** O: 502-574-1514, M: 502-438-5904

**E-mail:** darren.srebnick@wtcky.org

**Hours:** varied - e-mail or call for appointment

### **COURSE OVERVIEW**

This elective course (2 credit-hours) will introduce students to the major facets of international trade from the following perspectives:

- Cross-cultural communication
- International logistics
- International payment and financing
- International tax considerations
- International legal considerations
- Market entry
- Global market research
- Global marketing

Utilizing the skills and knowledge gained from the coursework, students will complete a market entry research project. As part of this project, students will be required to present their findings to fellow students, professors and members of the international business community.

### **OBJECTIVES**

The objectives of this elective are to:

- Understand the challenges of cross-cultural communication and negotiation in a business environment
- Understand the profile of an “export-ready” company
- Understand the fundamentals of an export transaction from a logistics, legal, and financial perspective
- Understand the fundamentals of an import transaction from a logistics, legal, and financial perspective
- Explore the decision-making process for exporting a product from the US
- Understand the pros and cons of each market entry mode
- Gain insight and perspective about the career paths available within the international trade industry
- Explore and analyze elements of international trade policy that impact international business

### **COURSE MATERIALS**

- Students will receive daily e-mail correspondence from World Trade Center Kentucky which will include links to power point presentations which have been presented
- Web-based readings and articles
- Handouts

## **ATTENDANCE**

You are expected to attend all scheduled class meetings. Given the unique nature of the MBA curriculum calendar, no make-up opportunities will be available.

## **PARTICIPATION**

One of the critical factors in making this course a successful experience for everyone is the quality of student participation. Thus, you are expected to read all assignments before class and contribute to class discussions. The solutions to the complex and diverse problems/challenges in this course can and will be varied. Often, the most complete understanding of and best solutions for important issues and challenges emerge only after substantial class debate and discussion.

## **GRADING**

Students will be graded on a market entry research project. Students will be asked to research a chosen market for a US product line and determine the viability of success in that market based upon a multitude of factors (e.g. foreign currency exchange risk, etc). This project will have two components 1) 15-minute presentation 2) two-page executive summary.

## **ACADEMIC INTEGRITY & PLAGIARISM**

The MBA is a professional graduate program. Accordingly, students are expected to conduct themselves in a professional, respectful, and courteous manner in all aspects of the course.

Students are expected to comply with the spirit and letter of the standards of academic honesty and integrity as outlined by the rules of the University Senate. Students should not plagiarize, cheat, or falsify or misrepresent their work. Failure to follow these rules could result in discipline ranging from failure on an assignment to failure in the class and suspension from the university.

## **STUDENTS WITH DISABILITIES**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email [ad\\_disability\\_services](mailto:ad_disability_services) available to students with disabilities.)

## January 2

### Cross-cultural communication

In this introductory session, the World Trade Center Kentucky will provide a comprehensive look of major challenges related to cross-cultural communication.

**Framing questions:** What are the major cultural issues facing companies which are working overseas? How do they overcome these issues and still conduct business effectively? What are some country-specific and/or region-specific cultural traits that you should know before conducting business within that country and/or region?

#### Class structure:

- *Introduction of WTC-KY* (1:00-1:15) – Introduction of World Trade Center Kentucky and overview of elective schedule
- *Top 20 Cultural and translation blunders* (1:15 – 1:45) – Presentation on cultural and translation blunders made by major corporations
- *Break* (1:45 – 2:00)
- *Japanese Business Etiquette* (2:00 – 3:00) – Presentation on proper business etiquette for working with the Japanese
- *Cross-cultural panel* (3:00 – 4:00) – Representatives from local international businesses will share their experiences in cross-cultural negotiation in a moderated panel

**Speakers:** Ying Juan Rogers, Executive Vice President, WTC-KY  
Darren Srebnick, Sr. International Trade Specialist, WTC-KY  
Edwin Webb, President and CEO, WTC-KY  
Representatives from local international businesses

**PPoint:** *Top 20 Cultural and Translation blunders*  
*Japanese Business Etiquette*

## January 3

### Export 101

In this session, the World Trade Center Kentucky will introduce students to the major aspects of the export transaction. This session will introduce concepts and terminology that will be explored in more detail from Jan 7-9.

**Framing questions:** What is an export-ready company? What are the major steps to export a product from the US? Who are the parties involved in the export transaction? What are some of the best practices for managing the legal, logistics, financial and tax aspects of exporting?

#### Class structure:

- *Export101 Part A* (1:00-2:00) – We will cover the following subtopics in this first part
  - Why Export?
  - Export assessment
  - Overseas market research
  - Product adaptation
  - Foreign standards and regulations
  - International logistics
  - Packing and Labeling
  - INCOTERMS

- Insurance
- Export documentation
- *Break (2:00 – 2:45)*
- *Export 101 Part B* – We will cover the following subtopics in this second part
  - International legal considerations
  - International duty and tax
  - Free Trade Agreements
  - International banking
  - Export financing
  - Information technology requirements
- *Explanation of final project (4:00 – 4:30)*

**Speakers:** Darren Srebnick, Sr. International Trade Specialist, WTC-KY

**PPoint:** *Export 101*

**Handouts:** *Export process flow*

## **January 4**

### **Import 101**

In this session, the World Trade Center Kentucky will introduce students to the major aspects of the import transaction. This session will introduce concepts and terminology that will be explored in more detail from Jan 7-9.

**Framing questions:** What are some of the major considerations for selecting a supplier? What are the major steps to import a product into the US? Who are the parties involved in the import transaction? What are some of the best practices for managing the legal, logistics, financial and tax aspects of importing?

### **Class structure:**

- *Import 101 Part A (1:00-2:00)* – We will cover the following subtopics in this first part
  - Import Assessment
  - Finding & Choosing a Foreign Supplier
  - Obligations of the importer
  - Harmonized Tariff Schedule (HTS) Classification
  - Valuation
  - Rules of Origin
  - Tariff and Tax Calculation
- *Break (2:00 – 2:45)*
- *Import101 Part B (2:45 – 4:00)*– We will cover the following subtopics in this second part
  - Entry Process
  - Documentation
  - INCOTERMS
  - Insurance and Customs Bonds
  - International Payment
  - Audits and Enforcement
  - US Customs Security Programs
  - Free Trade Agreements



- Foreign Trade Zones

**Speakers:** Darren Srebnick, Sr. International Trade Specialist, WTC-KY

**PPoint:** *Import 101*

**Handouts:** *Import process flow*

## January 7

### Global Market Strategies

In this session we will investigate market research methodology and marketing of your product in the global marketplace. We will also investigate the resources available through the US government to support your market entry activities.

**Framing questions:** How do I begin the market research process? What resources are available in the public domain to research markets? Once I have the market research completed, how do I evaluate the candidate markets effectively? How do I adapt my product to the overseas market and build the brand?

#### Class structure:

- *Global Marketing and Entry Strategies (1:00-3:15)*
  - Understanding global marketing trends in the context of the global environment
  - Understanding marketing 'mix' decisions – product, price, place and promotion
  - Building a global brand
  - Global packaging
  - Case study on global entry mode - *Hua Wei*
  - Assessing global markets via global market research
- Break (3:15 – 3:30)
- *Government Resources for Market Entry and Business Matchmaking (3:30 – 4:00) – US Commercial Service will introduce the resources available to companies which are looking to enter new markets.*

**Speakers:** Ying Juan Rogers, Executive Vice President, WTC-KY  
Sara Moreno, US Commercial Service  
Ben Golden, Public Relations Analyst & New Media Strategist at Yum! Brands

**PPoint:** *Global Marketing and Entry Strategies*

**Handouts:** *Case study - Hua Wei*

## January 8

### International Finance and Tax Considerations

In this session we will introduce students to the movement of money in the international trade transaction and the associated risks in international payment. In addition, we will provide an overview of the options for export financing through EX-IM bank. Lastly, we will introduce the role of tax planning in global business operations.

**Framing questions:** How do companies get paid in international trade transactions? What are some of the ways that sellers and buyers finance international trade transactions? How does a company use global tax planning to maximize their profits?

**Class structure:**

- *International Payment Overview* (1:00-2:00) – Presentation on payment methods available in international trade
  - Payment method by level of risk
  - Open account
  - Documentary draft
  - Letter of credit
  - Foreign currency exchange risk
- *Export financing through the EX-IM Bank* (2:00 – 2:45) – Presentation on export financing services available through EX-IM Bank – the US government’s best kept secret
  - *Overview of EX-IM Bank mission and services*
  - *Pre-export financing*
  - *Post export financing*
- *Break* (2:45 – 3:00)
- *Global tax planning* (3:00 – 4:00) – Presentation on global tax planning for maximizing your company’s profits

**Speakers:** Michael Guenther, Chase Bank  
Mark Klein, EX-IM Bank  
Jim Coppolla, INTEVA Inc.

**PPoint:** *International Payment Methods*  
*Financial Support Enabling U.S. Small and Medium-Sized Exporters to Increase Their Sales*  
*Global Tax Planning*

**January 9**

**International Legal Considerations and International Trade Policy**

In this session we will introduce students to the major legal considerations involved in going global. In addition, we will examine the current US trade policy initiatives that being debated at the federal level.

**Framing questions:** What legal risks exist in the global marketplace? How do companies mitigate these risks? What are some of the current trade policy initiatives and how do they impact US businesses?

**Class structure:**

- *International legal considerations* (1:00-3:00) – Presentation on international legal considerations for operating in the global marketplace
  - Intellectual property considerations
  - International sales and distribution contracts
- *Break* (3:00 – 3:15)

- *International trade policy update* (3:15 – 4:00) – Presentation on pending trade policy initiatives that can directly impact US market entry efforts
  - *Mechanics of trade policy*
  - *Current policy initiatives*
- *Final Q&A* (3:15 – 4:00)

**Speakers:** Jeffrey Wallace, Wyatt, Tarrant & Combs, LLP  
Matthew Williams, Wyatt, Tarrant & Combs, LLP  
Stefanie Holland, US Chamber of Commerce

**PPoint:** International legal considerations

**Handout:** *International trade policy update*

**January 10-11**  
**Student presentations – Market Entry Project**  
**12-4 each day**