



International Business/Marketing and Cultural Analysis of Sweden

MGT 675F Jan 2017

“The world is a book and those who do not travel read only one page.”
St. Augustine

“Travel is fatal to prejudice, bigotry, and narrow-mindedness.”
Mark Twain

Class: Jan 3-26 10.00a – Noon @ CC 203
Instructor: J.J. Shields
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M-TH 1-2pm (by appointment)
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Course Description

This study tour focuses on international business and marketing in Sweden; the largest Scandinavian country. The course will also focus on the history, culture and politics that helped transform this country into a major international trading nation. Three modules have been designed into the course:

Module #1 Theory/Background/Preparation (Carthage College)

A series of lectures covering the basics of international business/marketing and companies we will visit. A brief overview of Swedish history and culture will be included. Students will also learn how to create a blog.

Module #2 Experiential Learning (Sweden)

A mixture of lectures and fieldtrips to several Swedish companies are planned. The University of Goteborg will be providing local subject matter experts as lecturers. Company visits/tours will allow access to executives from a broad range of Swedish companies which may include: ABB Robotics, Volvo Automotive, Wireless Car, a mid-sized technology start-up, a large Swedish ad agency, a large telecom company and others. Evening activities will focus on the social and cultural aspects of Sweden. Students will be required to maintain their blogs during this phase of the course.

Module #3 Reflection (Carthage College)

After reflection and discussions, students will present their findings/learning in the form of a paper.

Expected Learning Outcomes:

At a very high level, the learning outcomes can be divided into 2 broad categories; practical business skills and specific company/business knowledge. This course focuses on equipping you with both. Upon successful completion of this course, you will:

Practical Business Skills:

- Learn the intricacies involved with international business travel
- Understand some of the customs/traditions of business in Sweden.
- Learn how to create a blog
- Learn about cultural differences
- Understand some of the history of Sweden & Goteborg

Specific Company/Business Knowledge:

- Learn how companies do business/marketing in Sweden
- Learn about ABB's world renowned "Gated Model of Product Development"
- Learn how robotics are being used around the world
- Learn about international business from Swedish & German professors.
- Learn how other companies sell/market their products globally

Required Equipment:

You will need to take a laptop computer to Europe so you can blog. The laptop must have wireless capabilities.

Means of Assessment of Learning Outcomes:

<i>Item</i>	<i>% of Final Grade</i>
Pre-Trip Reports	20
Daily Blog posts	25
Goteborg Attraction	10
Final Paper	20
Professionalism	25

Pre-Trip Reports (20%):

The class will be divided into teams of 2. Each team will write 2 reports;

1. **Country Report (10%):** research and discuss 2 specific "aspects" of Sweden (one historical time period and one cultural characteristics) NOTE: Each "aspect" will include a 10-minute presentation to the class.
2. **Company Profile (10%):** on one of the companies we will be visiting.

The Country Report must be 4-6 pages and include 2 10 minute class presentations (one on the assigned historical time period AND one on the cultural characteristic). Each report must have at least three **cited** sources (academic or not).

The Company Profile must be 4-6 pages in length and include a 10 minute class presentation. **MUST USE PROVIDED TEMPLATE – on eLearning**

Daily Blog Posts (25%):

Each person will learn how to create a blog during week #1. Each student will be required to make a blog entry **every day** we are in Sweden. The blogs **MUST be entered each day** as they are date/time stamped. NOTE: You are allowed 1 late day. Each additional day missed/late will result in a 5% deduction (% of final grade). Each blog entry must be a minimum of 400 words and **should include pictures and videos**. (note this paragraph is ~90 words) **Blogs must also include photos and/or videos**.

Goteborg Attraction (10%)

Each team will research the Goteborg area for interesting places to visit. For example, a museum, an art gallery, a special shop, a cool café... Once you have selected it you will create a 1-page report about the attraction, costs, locations... and why we should visit it (you will also include this in your “Country Other Stuff” class presentation)

NOTE: You must get my permission before writing the report (this way we avoid duplication) NOTE: each team can have a maximum of 3 attractions.

Final Paper (20%):

A final paper from **each** student, tying together the pre-trip reports, the blogs and any other information you learned while in Sweden must be submitted by **Jan 27, 2017**. The paper must be 6-8 pages long. The topic is “What Did I Learn?” This cannot be a rehash of your blogs and NOT a summary (itinerary) of the trip. It must focus on **what you learned**.

Professionalism (25%):

Many of you are graduating soon and should already have a good idea how to behave in a more formal business environment. In order to receive points for professionalism, please be punctual, appear interested in the subject matter, and ask questions related to what was taught. To earn the minimum points, you are expected to be on time, and be respectful of your Professors, presenters and guides. Please be mindful that you are representing our country and Carthage College while overseas. Many of the people we will meet have graciously agreed to fit us into their busy schedules and arriving late is not an option. Teams of four/five will be responsible for each other and the timeliness of each team member will have an impact on the score of each member of the group.

If you engage in unprofessional conduct during a company visit, you will lose points and potentially fail the class. “Unprofessional conduct” can include such things as not being on time for scheduled activities (i.e. being late to leave in the morning), disruptive talking/joking during a presentation, sleeping during a presentation, not paying attention, texting (and/or gaming) during a presentation, not wearing safety glasses/hard hats during a plant tour...

PLEASE NOTE THE FOLLOWING CURFEWS:

- **Midnight curfew Sunday through Thursday**
- **2:00 am curfew Friday & Saturday**

If you miss a curfew you will lose 10% (from your final grade).

If you miss a second curfew, you will be sent home and fail the class.

Specific noise complaints from hostel guests will result in -10% (from final grade)

***** You can receive a negative score for professionalism which may result in an F for the course. *****

Grading:

93%-100%	A
90% - 92%	A-
87% - 89%	B+
83%-86%	B
80% - 82%	B-
77% - 79%	C+
73% - 76%	C
70% - 72%	C-
67% - 69%	D+
63% - 66%	D
60% - 62%	D-
0% - 59%	F

**** Miss any class period and your grade will drop one letter. Miss a second class period and receive an automatic F in the course. A "class period" also includes activities in Europe. For example, if you miss the bus to Volvo, you will have your grade dropped by one letter.****

Additional Information

- Every effort will be made to return email in a timely manner. During the week I frequently check my email as late as 7pm. Any emails received after 7PM will usually be answered after 9am the next morning.
- The instructor reserves the right to refuse to accept any student assignment that is turned in late. Late assignments that are accepted may include a penalty.
- Cell phones and other electronic communication devices are not permitted during class time. However, laptops will be needed for some class exercises.
- The syllabus, assignments and outline may change at the discretion of the instructor.

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Course Outline

	Topic	Assignment	Other
Jan 3	Introduction		
Jan 4	How to create a Blog	Bring Your Laptops!	
Jan 5	More about Sweden	Packing List due	
Jan 6	Other information about Sweden	Country "Other" Presentations Due.	Anna C.
Jan 9	History of Sweden	Country History Presentations Due <u>Written country reports Due.</u>	Must be submitted on E-Learning
Jan 10	Visit to Bruno	9:30am @ Bruno	Bruno Independent Living Aids, Inc. 1780 Executive Drive Oconomowoc, WI 53066
Jan 11	Information/Background on companies we will visit.	Company Presentations Due	
Jan 12	Wrap-up	Goteborg Attractions Presentations DUE <u>Company Profile Due</u>	Must be submitted on E-Learning Ugly American GW
Jan 12-25	Goteborg Sweden		
Jan 27		<u>Final Paper Due</u>	Must be submitted on E-Learning

**Tentative – Topics & dates may change.*