

Revised March 27, 2024

Special Topics in International Business  
INTB 5100 (3 credits)

*This syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary*

### Course Instructor, Contact Details and Schedule

Instructors: Dr. Charles Lyons, Senior Lecturer, Department of Management, Terry College of Business, UGA, [cwl@uga.edu](mailto:cwl@uga.edu)

Dr. Son Lam, Emily H. and Charles M. Tanner Chair in Sales Management Professor, Terry College of Business, [sonlam@uga.edu](mailto:sonlam@uga.edu)

Dr. Marianne Fortuna, Lecturer, Terry College of Business, [mfortuna@uga.edu](mailto:mfortuna@uga.edu)

Program Director: Dr. Michael Tarrant, Meigs Distinguished Teaching Professor, Warnell School of Forestry and Natural Resources, UGA, [Tarrant@uga.edu](mailto:Tarrant@uga.edu)

Discover Abroad office: Warnell Building Four, Suite 102, University of Georgia, Athens, GA 30602-2152  
T: 706.542.9713, E: [discoverabroad@uga.edu](mailto:discoverabroad@uga.edu), W: [discoverabroad.uga.edu](http://discoverabroad.uga.edu)

This is a field studies course taught overseas; refer to the sample itinerary.

### Course Description

This is a study abroad course. The broad context includes an examination and comparison of environmental issues confronting selected nations (e.g., Australia, New Zealand, the United Kingdom, and/or the United States), and with a focus on the tradeoff between business and environmental practices. A study of the environmental initiatives taken by organizations (public and private) is an integral emphasis of the course.

### Course Prerequisites, Corequisites and Cross-listings

All students in good academic standing are eligible to take the course and there are no prerequisites.

### Course Objectives and Learning Outcomes

By the end of the program, students will:

1. Understand environmental-related business operations in the selected nation(s);
2. Understand the impacts of human and business actions on the environment and traditional cultures, and the human, business, and marketing responses to those changes and impacts;
3. Develop an understanding of natural resource management and conservation actions of the governments and local businesses, as well as an understanding how these acts affect visitors' choices and behaviors in a consumer behavior context;
4. Understand the sustainability and resiliency outlook of the selected nation(s) as well as the current business climate;
5. Understand how existing and future business practices and opportunities fit into the management of the nation's natural resources and global business endeavors; special focus will be on the issue of sustainability (and Triple Bottom Line thinking).

### Graduate and Honors Option Credit

Students wanting to take graduate credit or honors credit should meet with the instructor prior to registration.

## Participation Policy

Punctual attendance at all scheduled program–related activities is required, including group meetings, discussions, field excursions, as well as lectures and any other scheduled activities. Participation in educational field activities (such as hiking, snorkeling, swimming, etc.) is voluntary and at the discretion of the student; however, should you wish not to participate you must inform the instructor and an alternate education non-field activity will be assigned. An excused absence or decision not to participate in one or any of these field activities will not affect your course grade. During the field studies, no student may leave the group without the consent of the faculty supervisor. Unless an absence is approved by one of the instructors, students will lose 10% of their final grade for each day or part-day they fail to participate. Unexcused absences or chronic late arrival to program activities may be grounds for dismissal from the program.

## Academic Honesty

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code: "I will be academically honest in all of my academic work and will not tolerate academic dishonesty of others." A Culture of Honesty, the University's policy and procedures for handling cases of suspected dishonesty, can be found [here](#). All academic work must meet the standards described in the [University's Culture of Honesty policy](#). Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and this policy should be directed to the instructor.

## Required Course Material

1. Tarrant, M.A. (2020). *Sustaining People, Profit and Planet* (5<sup>th</sup> edition) and *New Zealand Plant Guide* (combo). Austin, TX: Sentia Publishing. Order online [here](#)
2. Collection of readings and course material. Download from UGA e-Learning Commons ([www.elc.uga.edu](http://www.elc.uga.edu)) prior to departure. The files will be available approximately four weeks prior to the start of the program and you should not expect to be able to download the materials easily or cheaply once in country.

You are required to bring a laptop or notebook with Microsoft Word (iPads, kindles, or other similar electronic reading devices are not acceptable for course assignments) and a flash drive. The program accepts no responsibility for lost or stolen items, and we recommend that you consider purchasing insurance for any expensive personal items before bringing them on the course.

## Course Requirements

### *Digital story (20%)*

Create a 3-minute (180 seconds, +/- 10 seconds) digital story that demonstrates your understanding of *The Meaning of Progress*. Refer to the eBook Appendix for further details. Due dates as listed on the Course Itinerary.

### *Field modules (60%)*

The field modules are location-based questions including day one quiz, topics quizzes, 250-word essays, SSIs, and/ service-learning and/or leadership projects. Refer to the eBook Appendix for further details. Due dates as listed on the Course Itinerary.

### *Concepts quiz (20%)*

Short answers (~15 words) to (n=~50) concepts and terms selected from throughout the program (including the eBook, classes, seminars, modules, field instruction, etc). Due date as listed on the Course Itinerary.

## Grading Policy

Final grades will be assigned as follows:

A	93 – 100 percent
A-	89.5 – 92.9 percent
B+	87 – 89.4 percent
B	83 – 86.9 percent
B-	79.5 – 82.9 percent
C+	77 – 79.4 percent
C	73 – 76.9 percent
C-	69.5 – 72.9 percent
D	59.5 - 69.4 percent
F	below 59.4 percent

## Course Itinerary

Refer to the sample itineraries available online. Final itineraries will be distributed on arrival in-country or contact the office for the most recent version.

## Mental Health and Wellness Resources

If you or someone you know needs assistance, you are encouraged to contact [Student Care and Outreach](#); they will help you navigate any difficult circumstances you may be facing by connecting you with the appropriate resources or services. UGA has several resources for a student seeking [mental health services](#) or [crisis support](#). If you need help managing stress anxiety, relationships, etc., please visit [BeWellUGA](#) for a list of FREE workshops, classes, mentoring, and health coaching led by licensed clinicians and health educators in the University Health Center. Additional resources can be accessed through the UGA App.

## Accommodation Policy

If you anticipate issues related to the format or requirements of this course, please meet with me. I would like us to discuss ways to ensure your full participation in the course. If you determine that formal, disability-related accommodations are necessary, it is very important that you be registered with the Disability Resource Center (Voice: 706-542-8719 or TTY: 706- 542-8778 or web: <https://drc.uga.edu/>) and notify me of your eligibility for reasonable accommodations. We can then plan how best to coordinate your accommodations.

## FERPA Notice

The Federal Family Educational Rights and Privacy Act (FERPA) grants students certain information privacy rights. See the [registrar's explanation](#)

## Diversity

The Terry College is committed to promoting diversity, equity, inclusion, and belonging among its students, faculty, and staff. This class welcomes the open exchange of ideas and values freedom of thought and expression. This class provides a professional environment that recognizes the inherent worth of every person. It aims to foster dignity, understanding, and mutual respect among all individuals in the class.