



## **BGS 401: Globalization - Ceaseless Industry Summer 2015**

**Instructor:** Theresa Sadler, MS

**Office Location:** AG/IT 240

**Office Hours:** By appointment

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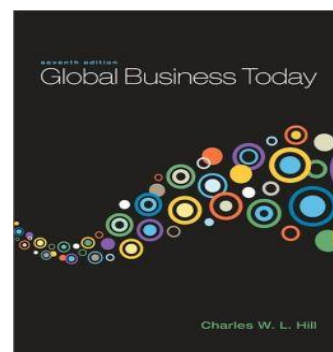
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### **COURSE INFORMATION**

#### **Required Textbook**

Global Business Today, 7<sup>th</sup> edition (2011)

By: Charles W. L. Hill



ISBN: 978-0-07-813721-1

#### **Course Description**

Course provides coverage of a broad survey of global business issues; analyzes the environment in which global businesses operate.

#### **Course Objectives**

- Develop cross-cultural competence through understanding of cultural differences in language, religion, values, customs, and education.
- Develop a working knowledge of the international monetary system, financial markets, trade, investments, and trends toward economic integration around the world.
- Devise and implement strategies that will help provide a competitively advantageous position and differentiate between smaller firms and multinational corporations.
- Demonstrate an understanding of how markets for international expansion can be selected, their demand assessed, and appropriate strategies for their development devised.
- Build a knowledge base of country-specific opportunities and concerns through research, understanding the political, legal, cultural, social, and economical effects.

## COURSE REQUIREMENTS

**Academic Honesty Policy: 2%** Students are required to submit an Academic Honesty Policy to the appropriate drobox. The policy can be found in doc sharing. **Please see the course calendar located under Doc Sharing for due dates.**

**Discussion Board: 15%** There are three discussion boards each worth 5% of your grade. Each student is required to post and reply to **every** topic for full credit. Each article will have **more than one topic**. Merely making a post to the topic will not ensure full credit. You must DISCUSS the topic, which, at the **very least**, requires a post and **two** responses. I also expect that your discussion posts and replies will take place **throughout the week** (in other words, don't make all your posts on one day). Please see the discussion rubric below. Discussions will be graded on content – in other words – quality control. I'm not grading you on length; however, one word posts will get you nothing. I want to see that you are actively participating and actually thinking about your posts and responses. Remember, for a discussion to take place, you must make posts as well as responses to each topic! I also expect the grammar, spelling, punctuation, and capitalization to be that of a college educated person. I do not want to see posts that look as if you are text messaging your best friend. **Discussions for each article will close on the Due Date listed for that particular article! Please see the course calendar located under Doc Sharing for due dates.**

**Discussion Board Grading Rubric**

Criteria	Proficient	Needs Improvement - 1-14 points	Unacceptable - 15-20 points
<b>Frequency (20 points)</b>	Participates three or more days during the opening dates	Participates two days during the opening dates	Makes all posts on the same day
<b>Initial Post Due Date (20 points)</b>	Makes first post by the initial post due date on the course calendar	Makes first post after the initial post due date but before the closing date	Does not begin discussions until the closing date
<b>Content/Contribution (20 points)</b>	Demonstrates analysis of others' posts; advances discussion	Repeats but does not add substantive information to the discussion	Posts shallow contributions (e.g. agrees or disagrees); does not enrich discussion
<b>Clarity &amp; Mechanics Grammar, Spelling, &amp; Punctuation (20 points)</b>	Has no errors	Has a few errors	Has excessive errors
<b>Number of Posts (20 points)</b>	Has an initial post and two replies	Has an initial post and one reply	Makes initial post and no replies

**Syllabus and Calendar Quiz: 3%** Students will be required to take one quiz covering material found in the syllabus and calendar. **Please see the course calendar located under Doc Sharing for due dates.**

**Quizzes: 20%** There will be four quizzes each worth 5% of your grade. **Please see the course calendar located under Doc Sharing for due dates.**

**Exams: 45%** There will be four timed exams each worth 15% of your grade. The best three exam grades of the four exams will be used and calculated in overall scores. **Please see the course calendar located under Doc Sharing for due dates.**

**Case Study: 15%** There will be one case study. Students will be required to think critically about real life business issues. Please see the instructions in eCollege for more details.

### Case Study Grading Rubric

Max Score	Proficient	Needs Improvement	Unacceptable
45	Utilized appropriate information to meet the objective of the assignment (31-45 points)	Minor errors in utilization or application of information (16-30 points)	Did not utilize information (0-15 points)
45	Appropriately addressed each assigned area (31-45 points)	Addressed some of the assigned areas (16-30 points)	Did not address the assigned areas (0-15 points)
10	No spelling, grammar, or formatting errors (10 points)	Minor errors in spelling, grammar, or formatting (5-9 points)	Major errors in spelling, grammar, or formatting (0-4 points)
<b>Total: 100</b>			

**NOTE: I will count off one letter grade for each day the case study is late. Exams, quizzes, and discussions will not be opened after the due date.**

**\*If you miss an assignment because you are in the hospital, please fax me a copy of the admission and release forms with dates. If you miss an assignment or quiz because of a death in the family, please fax me a copy of the newspaper clipping stating you as the surviving, spouse, parent, child, grandchild, or brother/sister.**

**Extra credit work will NOT be assigned so please do not ask.**

#### **Assignment Submissions**

Completed assignments are to be uploaded to the **Dropbox** by the due dates posted. In order to receive an assignment grade, all assignments must be submitted to the proper Dropbox. Verification that the professor has received your assignment is possible by looking in the Outbox portion of the student's Dropbox. Each Assignment will have its own Dropbox label. The help section in your eCollege course and the Student Online Tutorial will describe the steps necessary to submit assignments to the Dropbox.

Assignments may be completed and submitted prior to the posted due date. Assignments will not be accepted through fax or as email attachments. A grade of zero will be recorded for incorrectly submitted assignments.

Spelling, punctuation, and grammar errors will have a negative impact on your assignment grades. If you need assistance with writing, please use the resources of the online writing lab (OWL) at TAMU-C. Details for the OWL can be found at the following link: <http://www.tamu-commerce.edu/litlang/CSC/owl1.htm>

### TECHNOLOGY REQUIREMENTS

#### **First time eCollege users**

Students taking online courses are required to familiarize themselves with eCollege by going through the eCollege tutorial or orientation process. This will ensure that each student will have

sufficient knowledge on how to accomplish the requirements of the course. It is NOT the Instructor's responsibility to teach students how eCollege works. **The Instructor assumes that each student has a working knowledge of eCollege and has a MyLeo e-mail address.** eCollege is generally very user friendly; however, should you have any questions or concerns about it, you may want to complete an eCollege orientation. You can access the online eCollege Orientation by selecting the link to **Online Student Tutorial** before you enter your course.

### **Hardware/Software Requirements**

As the course is conducted totally online, students will be expected to have basic computer literacy skills, access to a reliable computer that is connected to the internet, and Microsoft Office 2010 or older. Also, back-up access to required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology and internet resources. For those students in doubt about the necessary technology, refer to the following website: <http://online.tamuc.org/index.learn?action=technical>

### **Email**

As a student enrolled at Texas A&M University-Commerce, you have access to an email account via myLeo. All emails sent by me from eCollege (and all other university emails) will go to this account, so please be sure to check it regularly. Conversely, you are to email me via the eCollege email system or your myLeo email as our spam filters will catch yahoo, hotmail, etc. and I will not check for your email in spam.

## **ACCESS AND NAVIGATION**

### **Technical Support**

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege Help Desk, available 24 hours a day, seven days a week. The Help Desk can be reached by sending an email to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or by calling 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

### **Course Concerns**

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact your instructor via email or through the "Virtual Office".

## **COMMUNICATION AND SUPPORT**

The **best** way to contact me is by email. This is an online course; therefore, expect most communication to be online as well. All emails **must** include BGS 401 as the first and use proper email etiquette. The instructor will respond to emails within 24 to 48 hours Monday-Friday that include the appropriate subject line and student name. **NOTE: Leo-Mail will be used for all communication for this course! You must check your email on a regular basis! You can have your Leo-Mail forwarded by clicking on Options, Holiday Setting, and typing in the forwarding email address under Forwarding Settings and clicking Save.**

However, in order to avoid duplication of questions and answers, I prefer that you post all class related questions in Virtual Office. It is likely that your peers will have the same question. Questions or concerns of a personal nature should be sent to my email address via eCollege.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures:

The Instructor reserves the right to administratively drop any student who does not log into the class web site for **seven (7)** consecutive days after the course officially starts. Any student who will not be able to log into the class web site for more than **seven (7) days** (i.e., because of an extended business trip) should contact the Instructor in advance to avoid an inadvertent drop from the course.

### PROFESSIONAL CONDUCT

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. If I feel that you have not contributed appropriately in class, or that you have complained about assignments and grading policies, your final course grade may be reduced accordingly. Additionally, I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. Understand that this factor is highly subjective. In extreme cases, the instructor reserves the right to **withdraw** students from the class with a final grade of 'F'.

### Academic Integrity:

If you are to excel in this course, the need for collaboration is undeniable, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you **must** do your own work. My personal policy, which will guide this course, is this: **I trust you to behave honestly and ethically in all circumstances**. Please ask me if you have questions about what is proper and what is not.

**Academic Honesty:** Plagiarism and other forms of academic dishonesty will not be tolerated.

### University Specific Procedures:

#### *ADA Statement*

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**

**Texas A&M University-Commerce**

**Gee Library 132**

**Phone (903) 886-5150 or (903) 886-5835**

**Fax (903) 468-8148**

[StudentDisabilityServices@tamu-commerce.edu](mailto:StudentDisabilityServices@tamu-commerce.edu)

[Student Disability Resources & Services](#)

#### *Student Conduct*

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct* from *Student Guide Handbook*.)

# JUNE 2015

# BGS 401

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8 First Class Day Syllabus Quiz Open Chapter 1 Discussions Open	9	10	11 Initial Post to Chapter 1 Discussion due	12 Exam 1 Open	13 Syllabus Quiz Closes (11:59 pm) Chapter 1 Discussions Due Exam 1 Open
14 Academic Honesty Policy Due Exam 1 Closes (11:59 pm)	15 Chapter 5 Quiz Open Chapter 6 Discussions Open	16	17	18 Initial Post to Chapter 6 Discussion due	19 Exam II Open	20 Exam II Open Chapter 5 Quiz Closes (11:59 pm) Chapter 6 Discussions Due
21 Exam II Closes (11:59 pm)	22 Chapter 11 Case Study Open Chapter 12 Quiz Open	23	24	25	26 Exam III Open	27 Exam III Open Case Study Due Chapter 12 Quiz Closes (11:59 pm)
28 Exam III Closes (11:59 pm)	29 Chapter 14 Discussions Open Chapter 15 Quiz Open Chapter 16 Quiz Open	30				

# JULY 2015

# BGS 401

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Initial Post to Chapter 14 Discussion due	3 Exam IV Open	4 Exam IV Open Chapter 14 Discussions Due Chapter 15 Quiz Closes (11:59 pm) Chapter 16 Quiz Closes (11:59 pm)
5 Exam IV Closes (11:59 pm)	6	7	8	9 Last Class Day Summer I	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	