

BA 420-International Business
Texas A&M University-Commerce
College of Business
August Mini Term 2014
Course Syllabus

Professor: Jay Garrett; BBA, JD

E-Mail: jay.garrett@tamuc.edu;

Office: McDowell Administration Bldg. 234

Office Number: (903) 886-5539

Please leave a clear message when leaving a voice mail.

Office Hours: M-F 8am-12pm.

Course Description

This course provides coverage of a broad survey of international business issues; analyzes the environment in which international businesses operate; introduces multinational enterprises, global competition, international organizations, treaties and international law, national trade policies and the determinants of competitiveness of U.S. firms in international markets.

Prerequisites: Junior standing.

Course Objectives

The globalization of business brings new opportunities and threats to governments, firms, and individuals. This course introduces elements of international business that challenges and enables businesses to compete successfully in the global marketplace as it exists today with an outlook of the future growth and expansion.

- Demonstrate the need to participate in international activities by understanding the effects of international business and how markets for international expansion can be selected, their demand assessed, and appropriate strategies for their development devised.
- Develop cross-cultural competence through understanding of cultural differences in language, religion, values, customs, and education while understanding of theoretical background for international trade and investment activities and the international economic activity of nations and the balance of payments.
- Develop a working knowledge of the international monetary system, financial markets, and trend toward economic integration around the world as well as achieving an understanding of the political and legal dimensions that affect international business.
- Build a knowledge base of country-specific opportunities and concerns through research while devising and implementing strategies that will help provide a competitively advantageous position and differentiate between smaller firms and multinational corporations.
- Understand the challenges of managing managers and labor personnel both in individual international markets and in worldwide operations and the future of International Business Management.

Required Texts: Global Business Today; Publisher: Hill; Seventh Edition; ISBN: 9780078137211

Attendance

Attendance and participation will have a direct effect on your grade. Notification should be given via email should the student become aware an absence is inevitable. For each absence over five (5), one point can be deducted from the overall course grade. Excessive absences can result in an administrative drop from the course. A contact or an attempt to contact a student regarding being administratively dropped from the course will be made. **Late arrivals may result in being counted as absent.** Students with a concern regarding absences should discuss their specific situation directly with the instructor.

Course Grade

Final course grade will consist of the accumulation of points earned by completion of the following: Research Paper, Global Team Project and Participation. Grading will be as follows, Research Paper 30%, Global Project Journal 50% and Participation 10%. Your course grade will be based on a ten point scale: $\geq 90\%=A$, $\geq 80\%=B$, $\geq 70\%=C$, $\geq 60\%=D$, $<60\%=F$.

Plagiarism

Plagiarism and other forms of academic dishonesty will not be tolerated. The university will not condone plagiarism in any form. The faculty, administration, and students are expected to uphold and support the highest academic standards in this matter. Plagiarism is handled initially by the instructor. If the instructor feels the problem warrants more attention, it should then be pursued through the department head. If the department head wishes, it should be brought to the attention of the dean of the college for study and review before meeting with the standing University Discipline Committee.

See 13.99.99.R0.03 Academic Honesty at <http://web.tamu-commerce.edu/aboutus/policiesproceduresstandardsstatements/rulesprocedures/13students/13.99.99.R0.03Plagiarism.aspx>

Notes and Reminders

Class participation points will be based on class activity, assignments, and preparedness. Students will come prepared for the class period having read the material for the lecture, prepare/discuss current events, and be ready to participate in class/group activities and discussions. Occasional quizzes may be given to verify preparedness.

Research Paper - Week of July 28th (Aug. 1st)-will consist of a 5-7 page paper on an approved topic (cover page and bibliography not included, APA format preferred). Sources (at least five scholarly sources- no Wikipedia, i.e.) should be within the last ten years if possible. Research paper format will be given prior to due date. Additional information regarding the research paper will be given as the course progresses.

Global Team Project – August 28th- A goal of this class is for students to develop a deeper understanding of globalization and how the world is interconnected and affects each of us. The class will be divided into teams. A case study will be assigned to teams of students. Each team will evaluate the case, ascertain relevant facts and issues, conduct research, develop a strategic plan to develop a joint venture with a United States business entity and China business entity and orally present the plan. The presentation of the business plan should

demonstrate an understanding of international business issues including manufacturing, pricing, distribution platforms, cultural and political considerations, return on investment, transportation costs, raw materials, labor markets, environmental issues and related considerations.

Students with Disabilities

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

Room 132

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

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

Topics and Overview

Students will be expected to review one chapter per day (Mon.-Thurs)

August 14th – August 28th

Participation Grade will be assessed.

August 14 - 16	Ch. 1 Globalization Ch. 2 National Differences in Political Economy Ch. 3 Differences in Culture Ch. 4 Ethics in International Business
August 17 – 20	Ch. 5 International Trade Theory Ch. 6 The Political Economy of International Trade Ch. 7 Foreign Direct Investment Ch. 8 Regional Economic Integration
August 21 - 23	Ch. 9 The Foreign Exchange Market Ch. 10 The International Monetary System Ch. 11 The Strategy of International Business Ch. 12 Entering Foreign Markets

RESEARCH PAPER August 25th

August 24 - 27	Ch. 13 Exporting, Importing and Countertrade Ch. 14. Global Production, Outsourcing, & Logistics Ch. 15 Global Marketing and R&D
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Ch. 16 Global Human Resource Management

TEAM PROJECT PRESENTATIONS August 28th

