

MKT 420-International Business-ONLINE
BA 420 01W
Texas A&M University-Commerce
Fall 2015
Tentative Course Syllabus

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Subject area on all email correspondence... ***your name, course name & section number***

Office: McDowell Administration Bldg. 337A

Office Number: (903) 886-5376

Please leave a clear message when leaving a voice mail.

Office Hours: MWF, 12pm-1pm; TR 11:00pm-12:00pm.

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: Eco 2301 and 2302 and 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. Upon course completion, students will be able to view themselves as engaged citizens within an interconnected and diverse world.

- 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; Eighth Edition; ISBN: 9780078112621
Using other editions will cause variances in assignments. Using the 8th edition is recommended.

Attendance

Attendance and participation will have a direct effect on your grade. Notification should be given via email should the student become aware prolonged inactivity/absence is inevitable. Excessive inactivity/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. **Students with 0 minutes of activity will automatically be considered for administrative drop.** 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: Exam I, II, III and IV, Research Paper, Global Project (Journal) and Participation.

Grading will be as follows: each exam is worth 20%, Research Paper 10%, Global Project Journal 5% and Participation 5%. Your course grade will be based on a ten point scale: ≥90%=A, ≥80%=B, ≥70%=C, ≥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

<http://www.tamuc.edu/aboutus/policiesproceduresstandardsstatements/rulesProcedures/13students/academic/13.99.99.R0.03Plagiarism.aspx> Plagiarism

Notes and Reminders

All exams may consist of a combination of multiple choice, matching, true/false and short essay questions. **A grade of 0 will be assigned for a missed exam.**

Class participation points will be based on class activity, assignments, and preparedness. Students will be prepared to discuss course 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 Oct. 22nd -a 5-7 page paper on an approved topic (cover page and bibliography **not included**, APA format preferred-no abstract needed). 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 (SEE ONLINE RUBRIC in ecollege). Additional information regarding the research paper will be given as the course progresses.

Global Project Journal-Week of Nov. 19th - 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. By evaluating current related IB news, information presented in class can be evaluated by the student in an applied context. Why certain decisions are made by countries/individuals/organizations will become clearer. Though current events will certainly come up in class, all students will be required to create a global project journal (SEE ONLINE RUBRIC in ecollege).

The journal will consist of five (5) global current event articles selected by the student. For each current event article, a student will paraphrase the article in their own words, and will then detail the relevance of the article to international business. An original copy (or screenshot) of the article must be included. Full reference information should be provided for each article per APA guidelines (include DOI's if available). The Global Project Journal should include a cover sheet, and each article submission should include at least one page of a reference, summary and relevancy and one page of a screenshot or copy of the article. Thus each article submission should be about two pages for a total of ten (10 pages) minimum and a cover sheet for a minimum of 11 pages for the complete Global Project Journal.

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

Student Conduct

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Technical Assistance and Requirements

If you are taking this ONLINE course, please maintain access to technology required to complete the course. Please make sure you have access to a working computer with access to ecollege, internet, etc. Laptop cameras and speakers are helpful.

IPADS and other Apple products may not work well with ecollege. Please be prepared to make alternative arrangements for use and submission in case of failure if a MAC is your primary system.

If you are new to eCollege or a returning user, you may want to familiarize yourself with eCollege by going through the eCollege tutorial or orientation process. You can access the online eCollege Orientation by clicking on the following link: <http://online.tamuc.org/>
Your login is your CWID# and your password is the same as your myleo password.

Technical Support

If you experience technical problems at any time, please contact the eCollege help desk available 24/7 at 1-866-656-5511 or helpdesk@online.tamuc.org click on the help button located at the top of each page in eCollege.

CLP Sessions will be offered for online students as an opportunity to develop camaraderie with fellow classmates and the instructor. Attendance is encouraged but NOT required. Most students find the sessions helpful. Sessions are recorded and available for review, as convenient, usually within 24 hrs. of the CLP session end time. Ensure the correct JAVA version is installed on your computer prior to the session. iPads and MacBooks (Apple products) generally do not work well for use during CLP sessions.

Topics and Overview

Aug. 31st

- Globalization
- National Differences in Political Economy
- Political Economy and Economic Development
- Differences in Culture
- Ethics in International Business

Exam I (Week of Sept. 22nd)

Sept. 28th

- International Trade Theory
- The Political Economy of International Trade
- Foreign Direct Investment
- Regional Economic Integration

Exam II (Week of Oct. 15th)

Oct. 19th

- The Foreign Exchange Market
- The International Monetary System
- The Strategy of International Business
- Entering Foreign Markets

Exam III (Week of Nov. 10th)

Nov. 12th

- Exporting, Importing and Countertrade
- Global Production, Outsourcing, and Logistics
- Global Marketing and R&D
- Global Human Resource Management

Exam IV (Week of Dec. 17th - Final Exams)

