

MKT 420.02W
International Business
Texas A&M University-Commerce
Fall 2015
Tentative Course Syllabus

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The best way to contact me is by email or through the Virtual Office. This is an online course; therefore, expect most communication to be online.

IMPORTANT

Each time you send an e-mail the subject line should read MKT 420.02W to ensure that I receive the message. If you follow these directions exactly I will respond to emails within a 48 hour time period. If you do not follow these instructions exactly, I cannot assure you that I will respond as quickly because your e-mail will be lost in a sea of other e-mail messages.

Times in the eCollege are displayed in (GMT-06:00) Central Time (US & Canada)

Textbook: Global Business Today; Publisher: Hill; Eighth Edition; ISBN: 9780078112621
Using other editions will cause variances in assignments. Using the 8th edition is recommended.

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.

Course Format:

This course is entirely Web-based. You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the eCollege course management website. Be sure to log onto eCollege and check your university e-mail regularly to see what work you are required to do. You should submit your work in a format that is compatible with Microsoft Office 2007 and post it in the appropriate “Dropboxes” when they are due.

Syllabus subject to change statement:

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

Grading:

A = 90-100	1. Exams:	70% (4 exams @ 17.5% each)
B = 80-89	2. Discussion Board:	15%
C = 70-79	3. Global Project Journal:	5% (1 @ 5% each)
D = 60-69	4. Research Paper	<u>10% (1 @ 10% each)</u>
F = 00-59	Total:	100%

1. Exams: There will be four exams given throughout the semester. Each exam is worth 17.5%. Please see the following schedule for exam dates. The exams **will be timed** and can only be accessed once; therefore, once you begin, you may not stop and come back to it later.

Exam 1: Opens Sep.25th - Closes Sep 27th.

Exam 2: Opens Oct. 16th – Closes Oct. 18th.

Exam3: Opens Nov. 13th – Closes Nov. 15th

Exam 4: Opens Dec 12th – Closes Dec 14th.

****IMPORTANT****

All exams may consist of a combination of multiple choice, matching, true/false and short essay questions. A missed exam equals a missed exam grade *regardless of the reason* unless you contact me immediately.

2. Discussion Board: The discussion board is worth 15% of your grade. Each week I will post different topics related to the assigned chapter(s) for the week. Each student is required to make thoughtful posts as well as replies to other students' posts for the assigned chapter(s). The discussion board will count for the class participation component of your grade. If you were attending class, you would be expected to contribute to each week's class session, so you should treat the bulletin board as you would treat class participation. As a general guideline, **your grade on this portion will be a function of the quality, quantity, and consistency** (i.e., a somewhat even distribution of activity throughout the term) of your posts and replies on the bulletin board throughout the semester.

Please be aware that 45 posts and replies with good qualities is simply a suggested number of postings. **50 posts of very low quality at the end of the semester will not hold as much weight as 45 high quality posts distributed evenly throughout the term.** Please also note that heavy activity during the last few days cannot compensate for a lack of participation during the term. I will distribute the total 15 points into each week with discussions. Plan to participate throughout the semester.

The discussions are only open for posting during the week for which they are scheduled. Each week's discussions are open from Monday to the following Sunday. For example, Week 1 discussion opens at midnight on Mon., Aug 31st and closes at 11:59pm Sun., Sep. 6th.

You must keep up with the scheduled readings for the week. Once the chapter has been closed, it will not be re-opened. Students do not have to post to every topic. Keep in mind that the minimum number of postings suggested is 45; therefore, one could do 3-4 posts per week and be in good shape by the end of the semester provided the posts are of high quality.

3. Global Project Journal: The web activity is worth 5% of your grade.

The activity is due on 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.

4. Research Paper: 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.

The Paper is due on Oct 22nd.

****NOTE**** All papers would be submitted to the dropbox, and the paper with only a 25% similarity or lower rating in the Turnitin.com would be acceptable. The report from Turnitin.com may be generated within minutes or sometimes it may take a couple of days. To be on the safe side, it's recommended that you submit your paper to the Dropbox 48 hours in advance of the paper's due date to make sure that you will receive your report in time before the deadline and have some time to do adjustment in case.

Extra Credit: I do NOT assign any extra credit work. Please do not ask about it.

It is the student's responsibility and accountability to ensure that they have a reliable internet connect. Therefore, the student's rationalizations and excuses for reasons of lateness of submittal of assignment is not valid and falls into the category lack of student responsibility and accountability due to not following the instructions and requirements of the syllabus and the assignment.

Comment on Academic Honesty: There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.

2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.

3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.

4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. If you have any questions, please let me know.

Special Needs/Reasonable Accommodations:

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

Course Policies and Instructor Expectations:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that you maintain a professional demeanor at all times, including during "electronic communication". Texas A&M- Commerce expects this from you, as do current and future employers. Since so much communication in the workplace is "electronic" nowadays, this course will be a good place to practice interacting

in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions.

- **Regular and Timely Attendance and Participation:** You are expected to log onto eCollege regularly.
- **Assignments:**
 1. **Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.** Students in MGT 501 should have at least some skill with software for word processing, spreadsheets, databases, graphics, and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!
 2. **Assignments must be turned in on time.** Assignments are due at the **date** and **time** listed. Start working on each assignment as soon as you possibly can and make sure that you have them submitted by the specified due dates. The chapter readings can be completed at any pace you wish. You **MUST** turn in all kinds of assignments **ON TIME**. You will have to submit the work that is listed in the right, “Work Due” column of the course schedule provided on the end of this syllabus. I will accept late assignments. However, there will be a significant penalty. One day lateness of the assignment will result in a letter off. If you do not meet the deadline (even by one or two minutes), I will deduct 10 points.
 3. **Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don’t turn in work that is only “half-finished”.
 4. **Please submit assignments in a format that is compatible with Microsoft Office 2007.**
- **Back-ups are required:** You are required to back up all your assignments on a disk that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.
- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail several times a day, so this is the best way to reach me.
- **Make-up Exams or Late Assignments Will Only Be Accepted If You Obtain University Approved Documentation for Your Excuse:** There are no make-up assignments for poor performance on a previous assignment.
- **Changes to Schedule:** While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced via eCollege and e-mail. It is your responsibility to become aware of any such changes.
- **Extra Credit: I do NOT assign any extra credit work. Please do not ask about it.**

It is the student’s responsibility and accountability to ensure that they have a reliable internet connection. Therefore, the student’s rationalizations and excuses for reasons of lateness of submittal of assignment is not valid and falls into the category lack of student responsibility and accountability due to not following the instructions and requirements of the syllabus and the assignment.

First time eCollege users: eCollege is user-friendly, but I do recommend that you complete the tutorial that is on the same page where you enter the course (the welcome page).

For any technical questions you may contact the eCollege Help Desk at 1-866-656-5511 or by e-mail at helpdesk@online.tamuc.org.

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct)

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133

MKT 420 - Tentative Schedule – Fall 2015

Week of	Chapter	Assignment
1 Aug 31	1 Globalization	Begin weekly discussion Postings and Introduction
2 Sep 7	2 National Differences in Political Economy 3 Political Economy and Economic Development	
3 Sep 14	4 Differences in Culture	
4 Sep 21	5 Ethics in International Business	Exam 1 opens from Sep 25th-27th
5 Sep 28	6 International Trade Theory	
6 Oct 5	7 The Political Economy of International Trade	
7 Oct 12	8 Foreign Direct Investment	Exam 2 opens from Oct 16th-18th
8 Oct 19	9 Regional Economic Integration	Research Paper Due Oct 22nd
9 Oct 26		
10 Nov 2	10 The Foreign Exchange Market	Open from Nov 7th -9th
11 Nov 9	11 The International Monetary System 12 The Strategy of International Business	Exam 3 opens from Nov 13th-15th
12 Nov 16	13 Entering Foreign Markets	Global Project Journal Due Nov. 19th
13 Nov 23	14 Exporting, Importing and Countertrade	
14 Nov 30	15 Global Production, Outsourcing, and Logistics 16 Global Marketing and R&D	
15 Dec 7	17 Global Human Resource Management	
16 Dec 14	Final Exam	Exam 4 opens from Dec 15th-17th

GRADING RUBRIC FOR TERM PAPER

“A” (90-100):

- Writes a well thought-out paper that fully covers the chosen subjects
- Incorporates pertinent and detailed information from peer-reviewed sources and text(s), providing needed evidence.
- Maintains focus/avoids being sidetracked by tangents
- Presents all information clearly and concisely and in an organized manner
- Avoids distracting grammar/spelling/etc. problems
- Follows APA formatting guidelines exactly
- Provides more than the minimum of 6 peer-reviewed sources and additionally incorporates other sources
- Length of paper meets the requirement

“B” essay (80-89):

- Writes a well thought-out paper that fully covers the chosen subjects, but not as thorough as an “A” paper
- Incorporates some pertinent and detailed information from peer-reviewed sources and text(s), providing needed evidence.
- Mostly maintains focus/avoids being sidetracked by tangents
- Presents most information clearly and concisely and in an organized manner with very minor organization problems
- May contain a few distracting grammar/spelling/etc. problems
- Follows APA formatting guidelines almost exact
- Provides a minimum of 5 peer-reviewed sources and incorporates other source(s)
- Length of paper meets the minimum requirement

“C” essay (70-79):

- Addresses the chosen subjects, but not as well or thorough as a “B” paper.
- Does not adequately incorporate pertinent and detailed information from peer-reviewed sources and text(s), providing needed evidence.

- Doesn't maintain focus and gets somewhat sidetracked by tangents and strays from the topic (more than a "B" paper)
- Presents little information clearly or concisely and in lacks organization in many areas
- May contain several distracting grammar/spelling/etc. problems
- Somewhat tries to follow APA formatting guidelines
- Provides a minimum of 4 peer-reviewed sources
- Length of paper almost meets the minimum requirement

"D" essay (60-69):

- Does not directly address the chosen subjects
- Does not adequately incorporate pertinent and detailed information from peer-reviewed sources and text(s) or provide needed evidence.
- Lacks focus and gets sidetracked by tangents and completely strays from the topic (more than a "C" paper)
- Information is not clearly or concisely presented and in lacks overall organization
- Contain many distracting grammar/spelling/etc. problems
- Doesn't follow APA formatting guidelines
- Provides a minimum of 3 peer-reviewed sources
- Length of paper doesn't the minimum requirement

"F" essay (59 and below):

- Does not address the chosen subjects
- Does not incorporate pertinent information from peer-reviewed sources and text(s)
- Complete loss of focus and gets continuously sidetracked by tangents and completely strays from the topic
- Information is unclearly presented and in lacks total organization
- Contains much distracting grammar/spelling/etc. problems and is basically incomprehensible
- Doesn't use APA formatting guidelines
- Doesn't provides peer-reviewed sources
- Length of paper doesn't the minimum requirement

Assignments that meet the standard of performance receive a C (average), those that do better receive a B, and those that are exceptional receive an A. This means that every student that meets the requirements of an assignment will get at least a C, but grades above a C (80 or higher) are reserved only for the top assignments in the class.

RUBRIC FOR DISCUSSION BOARDS					
Criteria	Unacceptable 0-1 Points	Acceptable 2 Points	Good 3 Points	Excellent 4 Points	Assigned Grade
Frequency	Participates not at all.	Participates 1-2 times on the same day.	Participates 3-4 times but postings not distributed throughout week.	Participates 4-5 times throughout the week.	
Initial Assignment Posting	Posts no assignment.	Posts adequate assignment with superficial thought and preparation; doesn't address all aspects of the task.	Posts well developed assignment that addresses all aspects of the task; lacks full development of concepts.	Posts well developed assignment that fully addresses and develops all aspects of the task.	
Follow-Up Postings	Posts no follow-up responses to others.	Posts shallow contribution to discussion (e.g., agrees or disagrees); does not enrich discussion.	Elaborates on an existing posting with further comment or observation.	Demonstrates analysis of others' posts; extends meaningful discussion by building on previous posts.	
Content Contribution	Posts information that is off-topic, incorrect, or irrelevant to discussion.	Repeats but does not add substantive information to the discussion.	Posts information that is factually correct; lacks full development of concept or thought.	Posts factually correct, reflective and substantive contribution; advances discussion.	
Clarity & Mechanics	Posts long, unorganized or rude content that may contain multiple errors or may be inappropriate.	Communicates in friendly, courteous and helpful manner with some errors in clarity or mechanics.	Contributes valuable information to discussion with minor clarity or mechanics errors.	Contributes to discussion with clear, concise comments formatted in an easy to read style that is free of grammatical or spelling errors.	
Total Points: 15					

RUBIC FOR Global Project Journal

	Far Exceeds Standards	Exceeds Standards	Meets Standards	Fails to Meet Standards
<p>1. Identification of Critical Issues and Problems; Depth of Analysis</p> <p>I will consider how detailed your analysis is, how far into depth you go, and whether you address many of the existing and critical issues in the case.</p> <p>Score:</p>	<p>Identifies all of the critical managerial/ethical issues. Thoroughly discusses, evaluates, and analyzes each managerial/ethical issue, providing convincing and supported arguments.</p> <p>(27-30)</p>	<p>Identifies most of the critical managerial/ethical issues. Discusses, evaluates, and analyzes each managerial issue, providing convincing and supported arguments, but could have gone into more depth.</p> <p>(24-26)</p>	<p>Identifies many of the critical managerial/ethical issues. Discusses, evaluates, and analyzes most of the managerial issues, providing convincing and supported arguments, but could have gone into much more depth.</p> <p>(21-23)</p>	<p>Identifies few, if any, critical managerial/ethical issues. Fails to discuss, evaluate, and analyze each managerial/ethical issue, does not provide convincing or supported arguments, and lacks any significant degree of depth.</p> <p>(20 or Less)</p>
<p>2. Identification of the Impact of the ethical dilemma</p> <p>Score:</p>	<p>Identifies all of the parties impacted by the managerial/ethical issue. Thoroughly discusses, evaluates, and analyzes the impact.</p> <p>(27-30)</p>	<p>Identifies most of the parties impacted by the managerial/ethical issue. Thoroughly discusses, evaluates, and analyzes the impact, but could have gone more into depth.</p> <p>(24-26)</p>	<p>Identifies some of the parties impacted by the managerial/ethical issue. Discusses, evaluates, and analyzes the impact, but could have gone much more into depth.</p> <p>(21-23)</p>	<p>Identifies few of the parties impacted by the managerial/ethical issue. Does not discuss, evaluate, or analyze the impact.</p> <p>(20 or less)</p>
<p>3 & 4: Generates Alternatives and Recommendations ; Develops a Plan</p>	<p>Generates several high-quality alternative solutions;</p>	<p>Generates two or more high-quality alternative solutions;</p>	<p>Generates two or more alternative solutions; Recommendation</p>	<p>Proposes only one (or no) alternative solution(s); Does</p>

<p>of Action for Implementing Recommendations</p> <p>Score:</p>	<p>Recommendations are well-argued and based on thorough analysis; Develops a thorough plan for implementing the proposed solutions; Discusses potential problems with the implementation and develops a variety of quality suggestions for minimizing them.</p> <p>(27-30)</p>	<p>Recommendations are fully supported by the analysis; Develops a plan for implementing the proposed solutions; Discusses potential problems with the implementation and develops a few suggestions for minimizing them.</p> <p>(24-26)</p>	<p>s are not fully supported by the analysis; Acknowledges potential problems with implementation, but does not adequately address mitigation; The link between the problem and the action plan is logically consistent.</p> <p>(21-23)</p>	<p>not develop an action plan; or it is incomplete, vague, or unrealistic for implementing the proposed solution.</p> <p>(20 or Less)</p>
<p>Future Recommendations</p> <p>Students must provide future recommendations to prevent this issue in the future.</p> <p>Score:</p>	<p>Student provided several high-quality future recommendations to prevent this issue from occurring.</p> <p>(9-10)</p>	<p>Student provided several future recommendations to prevent this issue from occurring.</p> <p>(8)</p>	<p>Student provided a couple of future recommendations to prevent this issue from occurring.</p> <p>(7)</p>	<p>Student did not provide future recommendations to prevent this issue from occurring.</p> <p>(6 or Less)</p>
<p>Total Score:</p>	<p>___ out of 100</p>			