

**COB 497/597 – GLB/International Business**  
**Texas A&M University-Commerce**  
**College of Business**  
Course Syllabus

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*Course Date: The class will meet daily for the first 8 days. This will include meeting our Chinese visitors on Saturday, August 26. You will have time to attend regular classes on Monday and Tuesday, August 28 and 29 but will meet with Chinese students in evening. Wednesday, August 30 – September 4th will be daily interaction. We will send letters to other teachers explaining the conflict. After September 5th, your class interaction will move to online submission of the final written assignments, which must be submitted by September 18th. This allows you to finish the upper level requirement in less than 30 days.*

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**Textbook:** This course will use a customized course-pack of assigned readings.

### **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 for 497**

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. Successful students will achieve the following specific objectives and abilities:

- The demonstration of knowledge of global dynamics, including issues, processes, trends, and systems and an appreciation of the interconnectedness of trading nations;
- Students will develop cross-cultural competence sufficient to work together effectively in a group assignment with international members.

- 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.
- Students will become familiar be able to compare and contrast U.S. and Chinese business advantages and challenges. This should include a basic understanding of labor, personnel and labor issues, and regulatory environments.
- Students will develop a working knowledge of the international monetary systems, and an understanding of how they affect international financial markets and international trade.
- Students will participate in discussions of alternative ways by which a firm can expand internationally. They should be able to elucidate both the opportunities and risks of doing so.

### **Graduate Course Objectives for 597**

For graduate students, the objectives go beyond the requirements of the undergraduate students to include:

- Demonstrate understanding of the effects of international business and how markets for international expansion can be selected, their demand assessed, and appropriate strategies for their development devised. Graduate students will be expected to bring more detail specific to their field of study.
- 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. This will be expanded to include an understanding of 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.

In a broader context, this course supports the Global QEP of TAMUC. The Learning Objectives of the QEP provide three broad objectives for students to demonstrate global understanding:

- Students will be able to demonstrate knowledge of the interconnectedness of global dynamics.
- Students will be able to apply knowledge of the interconnectedness of global dynamics.
- Students will be able to view themselves as engaged citizens within an interconnected and diverse world.

Tentative Course schedule: (Bold items require U.S. Student attendance)

\*Pending final approval

Date	Chapters and Course Material	Travel/Tour Schedule
Friday, Aug 25		-Chinese students arrive at DFW
Saturday, Aug 26	<i>Topics 1 &amp; 2 Globalization &amp; Political Economy</i>  <i>Topic 3 – Differences in Culture</i>	<b>-Welcome Breakfast</b> <b>-Introduction exercises</b> <b>-Tour campus</b> -Other activities TBD
Sunday, Aug 27	<i>Topics 5 &amp; 6 – International Trade &amp; Political Economy of International Trade</i>	-Shopping at Allen Outlet Center -Dinner in Dallas (Optional for US Students)
Monday, Aug 28	<i>Topics 4 – Ethics in International Business</i>	-Tour Still Meadow Dairy -Other activity TBD* <i>(Tours Optional for US Students)</i>  <b>-Dinner/Reception at Dr. Shwiff's house</b>
Tuesday, Aug 29	<i>Topics 13 – Exporting, Importing and Countertrade</i>  <i>Group work on projects</i>	Civics Day -Tour various local civic institutions <i>(Tours Optional for US Students)</i> <b>-Dinner with groups to work on projects</b>
Wednesday, Aug 30	<i>Topics 9 – Foreign Exchange Market</i> -Class will occur on bus trip	<b>-Tour Dr. Pepper Factory</b>  <i>(Tours Required)</i>
Thursday, Aug 31	<i>Topic 14 - Global Production, Outsourcing, and Logistics</i>	<b>Tour TBD*</b> <i>(Tours Required)</i>
Friday, Sep 1	<i>Topic 10 – International Monetary System</i> <i>Topic 8 – Regional economic integration</i>	<b>Travel to Dallas/Fort Worth</b> <b>Visit Fort Worth Bureau of Engraving</b> Meet with Fort Worth Chamber of Commerce – International Division <i>(Tours Required – overnight stay)</i> <b>Dinner at Billy Bob's</b>
Saturday, Sep 2	<i>Topic 7 – Foreign Direct</i>	<b>Tour TBA*</b>

	<i>Investment</i>	<b>Return to Commerce</b>
Sunday, Sep 3	<i>Work in groups</i>	<b>Work with groups to finalize projects, practice presentations</b> <i>(TAMUC students required)</i>
Monday, Sep 4	<i>Group Presentations of Export Proposals</i>	<b>Group Presentations Labor Day Barbecue</b> <i>(TAMUC students required)</i>
Tuesday, Sep 5		Chinese students depart DFW

### **TAMUC COB 497 ASSIGNMENTS**

Students who take the course are encouraged to apply for either Global Scholar or Global Learner status.

Upon completion of the class, each student will be required to submit two artifacts to their ePortfolio.

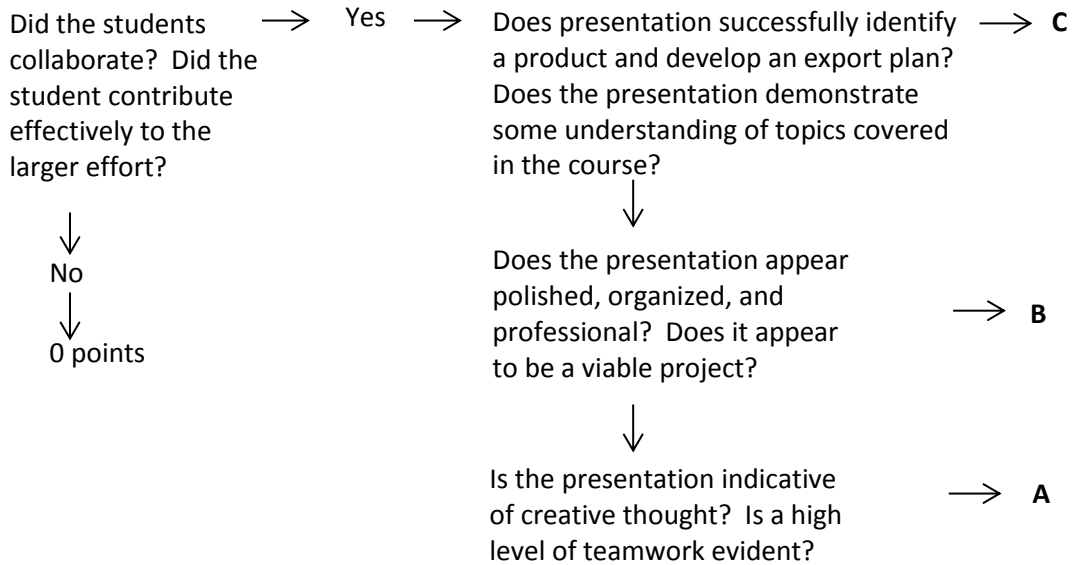
(Assignments on the following page)

1) **Course Project.** Students will be grouped into groups of approximately 4 students, 2 from CUGB and 2 or 3 TAMUC students. As a group, students will research a product (or service) that is produced in Texas. Working collaboratively, the group will develop a marketing plan to export the product to China. Successful plans should address the topics covered. Assignment details will be provided separately.

Projects will be presented on Monday, September 4th.

The group presentation for your export proposal will be video-recorded. You may use the recorded file, or create a written proposal. One of these options must be uploaded to each student's ePortfolio as evidence of their ability to work as part of an international team towards the objective of doing business in an international market.

**70% of course weight**

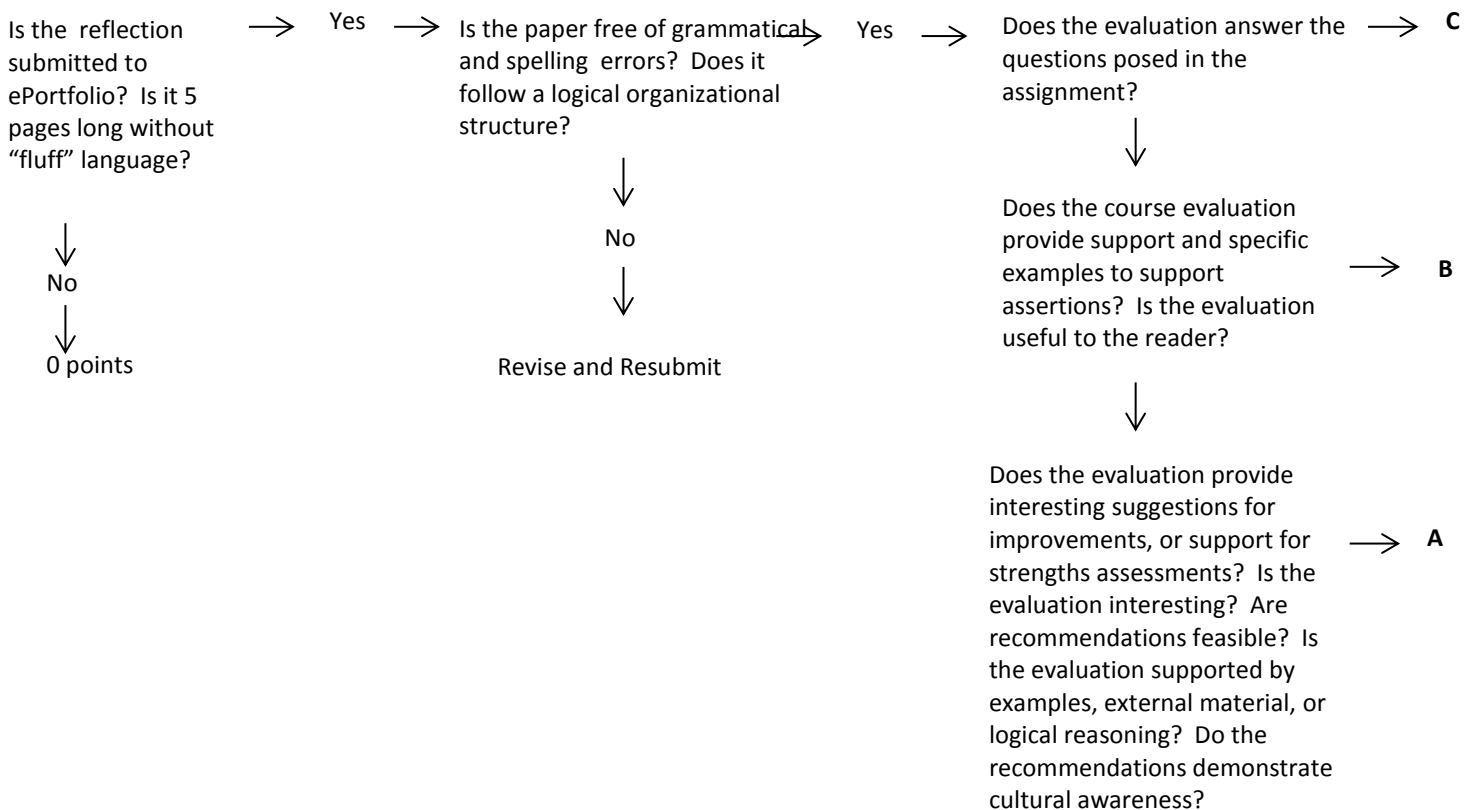


2) **Reflection on the course.** You will need to write a 5-page paper on the course. For the paper, students should assume that they have been hired as a consultant by TAMUC College of Business (COB). Assume that the COB is assessing student preparation levels for working in an increasingly globalized business environment. The paper will provide the results from a strengths and weaknesses analysis of the COB 497/597 course. The paper should address the following points of concern for the COB:

- Does the course promote open-mindedness?
- How does the course succeed/fail toward the goal of teaching students to engage in regional, national, and global communities?
- Do students learn intercultural competency?
- What do students learn about global business issues, business processes, economic trends, and business systems in each country?
- How will the course affect job placement and employment opportunities for COB students?

For each of the bullets, identify strengths and weaknesses. Provide suggestions, as a consultant, to the COB with regards to elements of the course that should be maintained, expanded, or eliminated. The writing style should be professional and concise. Recommendations should be supported with specific examples, research, or logical reasoning. The paper should show evidence of reflection and critical thought. The papers will be used to improve the course. They should be emailed to both professors and submitted in your ePortfolio as part of our QEP assessment process.

**30% of course weight**



## TAMUC COB 597 ASSIGNMENTS

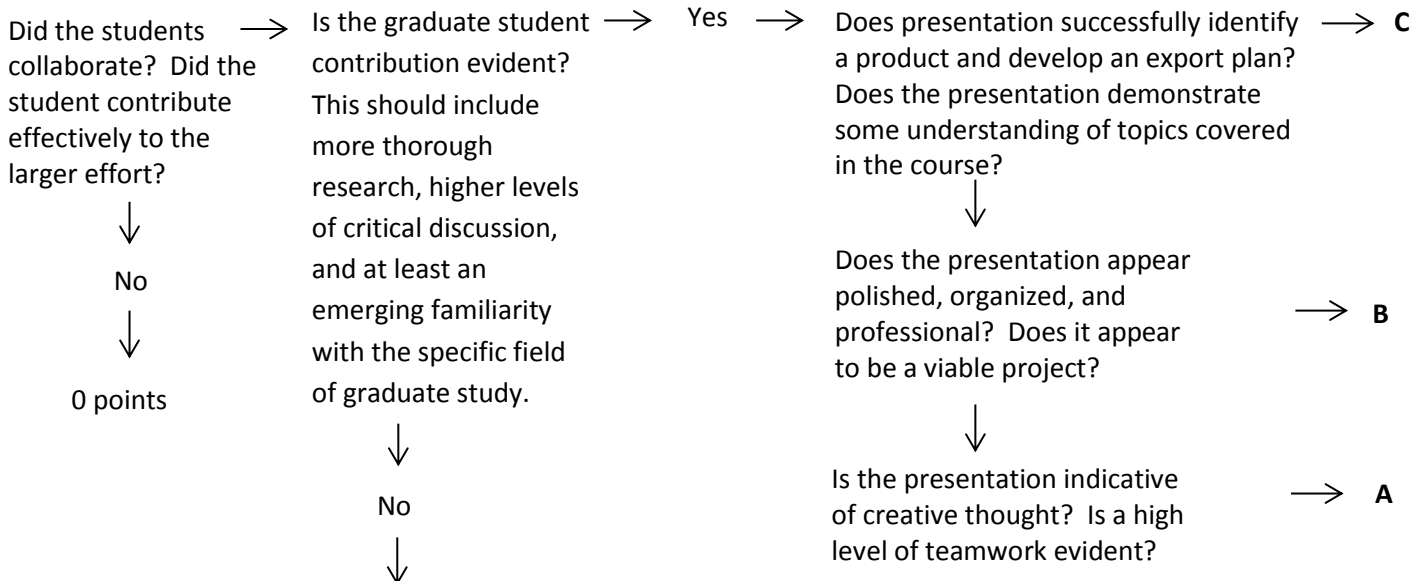
Graduate students who take the course are also encouraged to apply for either Global Scholar or Global Learner status. All items will be submitted for grading, the first two listed will also be submitted to the student's ePortfolio.

1) **Course Project.** This is the same project as undergraduate course; however, graduate students are expected to have a deeper level of supplemental research and higher levels of critical thinking. Please note that the grading criteria are different for graduate students. Students will be grouped into groups of approximately 4 students, 2 from CUGB and 2 or 3 TAMUC students. As a group, students will research a product (or service) that is produced in Texas. Working collaboratively, the group will develop a marketing plan to export the product to China. Successful plans should address the topics covered. Assignment details will be provided separately.

Projects will be presented on Monday, September 4th.

The group presentation for your export proposal will be video-recorded. You have the may use the recorded file, or create a written proposal . One of these options must be uploaded to each student's ePortfolio as evidence of their ability to work as part of an international team towards the objective of doing business in an international market.

**65% of course weight**



If this is not apparent in presentation, the graduate student will be responsible for a written report on the proposal by Sep. 8. If not submitted, this will receive a maximum grade of 65% (D).

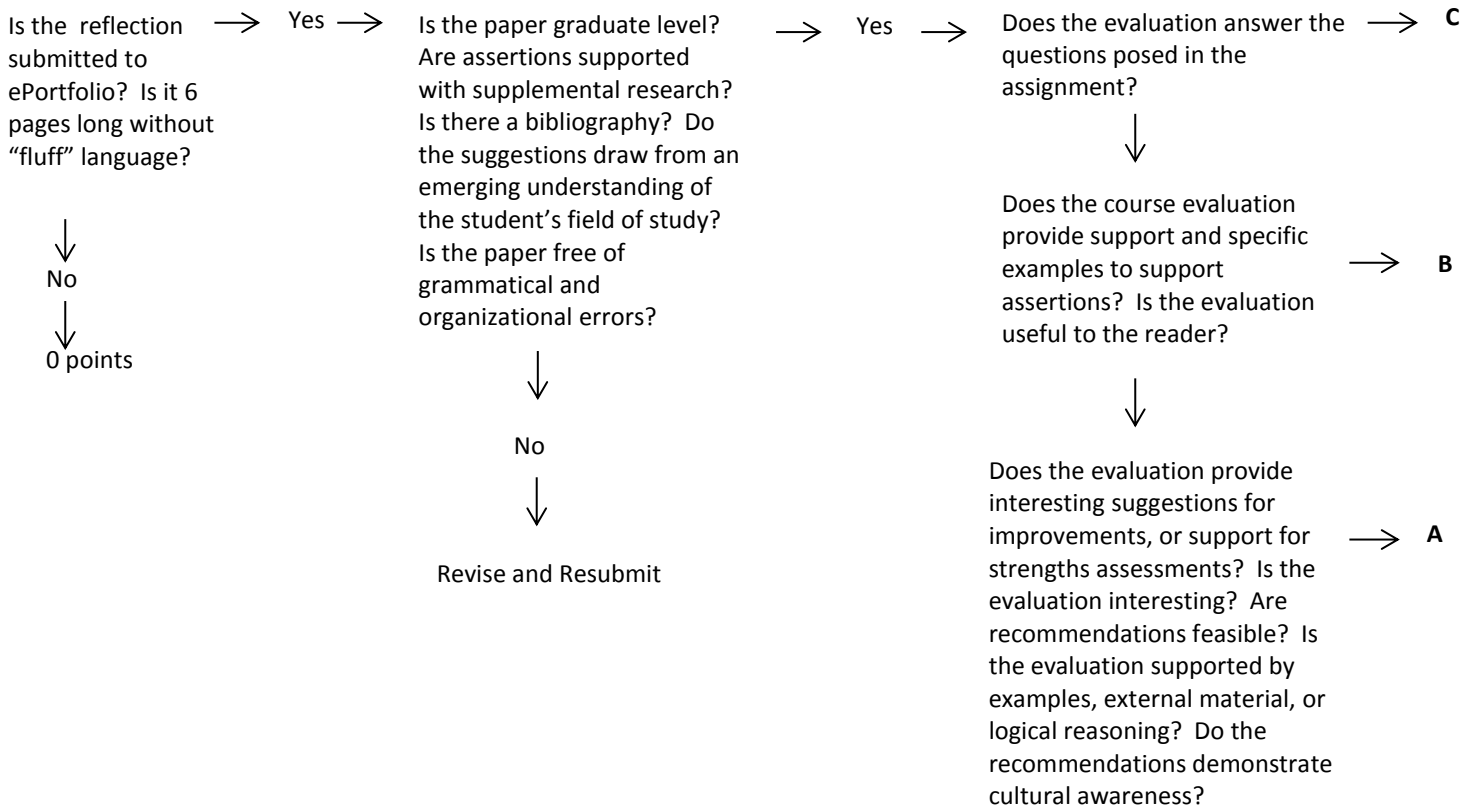
## 2) Reflection on the course.

You will need to write a 6-page paper on the course. For the paper, students should assume that they have been hired as a consultant by TAMUC College of Business (COB). Assume that the COB is assessing student preparation levels for working in an increasingly globalized business environment. The paper will provide the results from a strengths and weaknesses analysis of the COB 497/597 course. The paper should address the following points of concern for the COB:

- Does the course promote open-mindedness?
- How does the course succeed/fail toward the goal of teaching students to engage in regional, national, and global communities?
- Do students learn intercultural competency?
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- How will the course affect job placement and employment opportunities for COB students?

For each of the bullets, identify strengths and weaknesses. Provide suggestions, as a consultant, to the COB with regards to elements of the course that should be maintained, expanded, or eliminated. The writing style should be professional and concise. Recommendations should be supported with specific examples, research, or logical reasoning. The paper should show evidence of reflection and critical thought. The papers will be used to improve the course. They should be emailed to both professors and submitted in your ePortfolio as part of our QEP assessment process.

### 15% of course weight



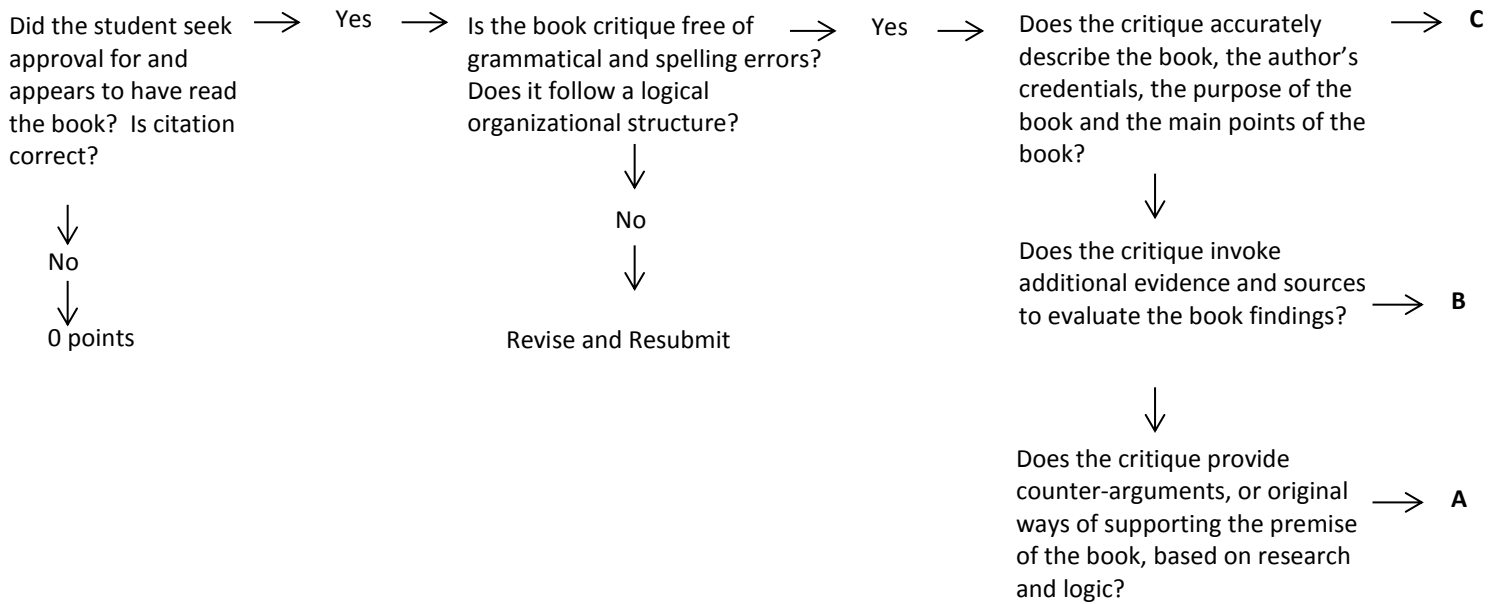


### 3) Book Review.

#### 20% of course weight

Select a non-fiction book relevant to your degree path. You will need to obtain approval of the book in email form. Please email Dr. Miller and Dr. Rankin with "COB 597 BOOK SELECTION" in the subject line of the email. In the email body, provide the title of the book, author, and copyright date, your major, and a short paragraph on why you have selected this book. Wait for approval, via email response, before purchasing and buying the book.

After reading the book, you will write a book critique. This will require you to keep notes about the material as you read. The critique should include an introduction giving the author's name, the book title, source, and describe the purpose of the book and the main thesis statement. Then it should critically review the book, including the source of information, the veracity of the information, the logic of the arguments and the student's general opinion of the work. The opinion given in the critique should be supported by research, evidence, and logic. The critique should demonstrate the student's understanding of the material and critical thinking about the topic.



**STUDENT CONDUCT:** Texas 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 based on sexual orientation, gender identity, or gender expression will be maintained.

Since we are serving as ambassadors of both TAMUC as well as the United States, there will be ZERO tolerance for misguided behaviors.

**Students who fail to attend required portions of the course, or fail to engage and work collaboratively with group will be dropped from the course.**

**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](mailto:StudentDisabilityServices@tamuc.edu)