

COB 497/597– GLB/International Business CRN 22999

Texas A&M University-Commerce

College of Business

Spring 2018

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Course Dates: *The class will meet in China at the Chinese University of Geosciences University (CUGB) from May 14th to May 30th. We will depart from DFW on May 14th and return on May 30th. Flight schedule TBD.*

During the spring semester, there will be a series of 8 required seminars designed to enhance your understanding of Chinese language, culture, economy and business. The seminars will be conducted in the evening with day and time to be determined. A detailed schedule will be provided for those selected for the class. For non-resident/internet students, the seminars will be live-streamed and archived. After May 30th, your class interaction will transition to online submission of the final written assignments, which must be submitted no later than June 15th.

*****For course substitution approval, please contact the Program Director for your specific degree plan.***

This syllabus is subject to change due any number of factors, including but not limited to, scheduling requirements, weather-related issues, travel conditions, or any other unforeseen events. In the event of changes, students will be contacted via email.

Textbook: This course will use a customized course-pack of assigned readings as well as required readings below.

Required Readings:

The One Hour China Consumer Book, Jeffrey Towson.

The One Hour China Book, Jeffrey Towson

The One Hour China Contrarian Book, Jeffrey Towson

The Chinese Way in Business, Boye Lafayette De Mente

Chinese Business Etiquette, Scott D. Seligman

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.

TAMUCCOB 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 his/her ePortfolio.

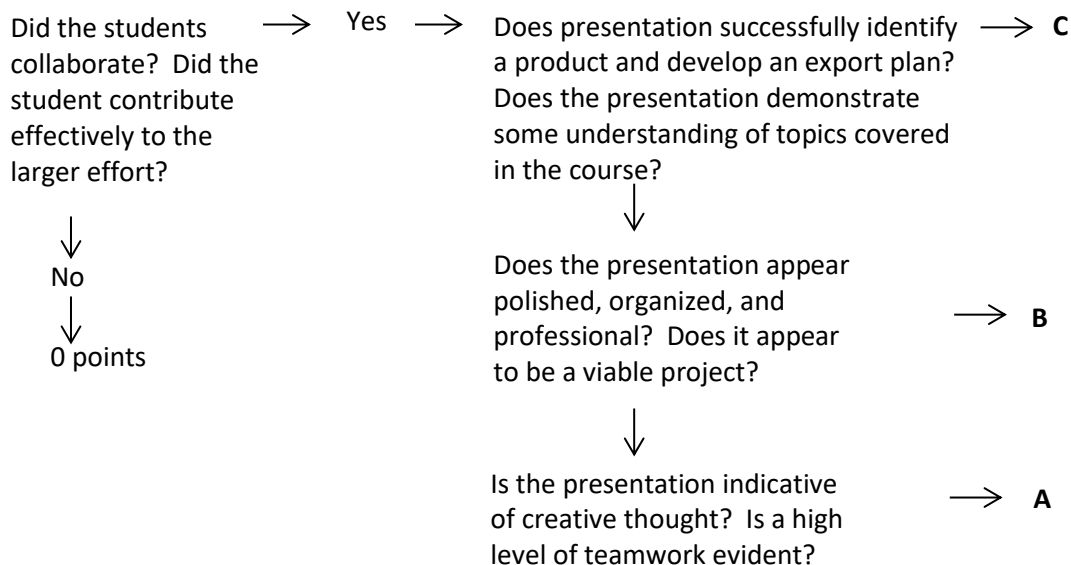
(Assignments on the following page)

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 China. Working collaboratively, the group will develop a marketing plan to export the product to the United States. Successful plans should address the topics covered. Assignment details will be provided separately.

The projected date for project presentation is Tuesday, May 29.

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



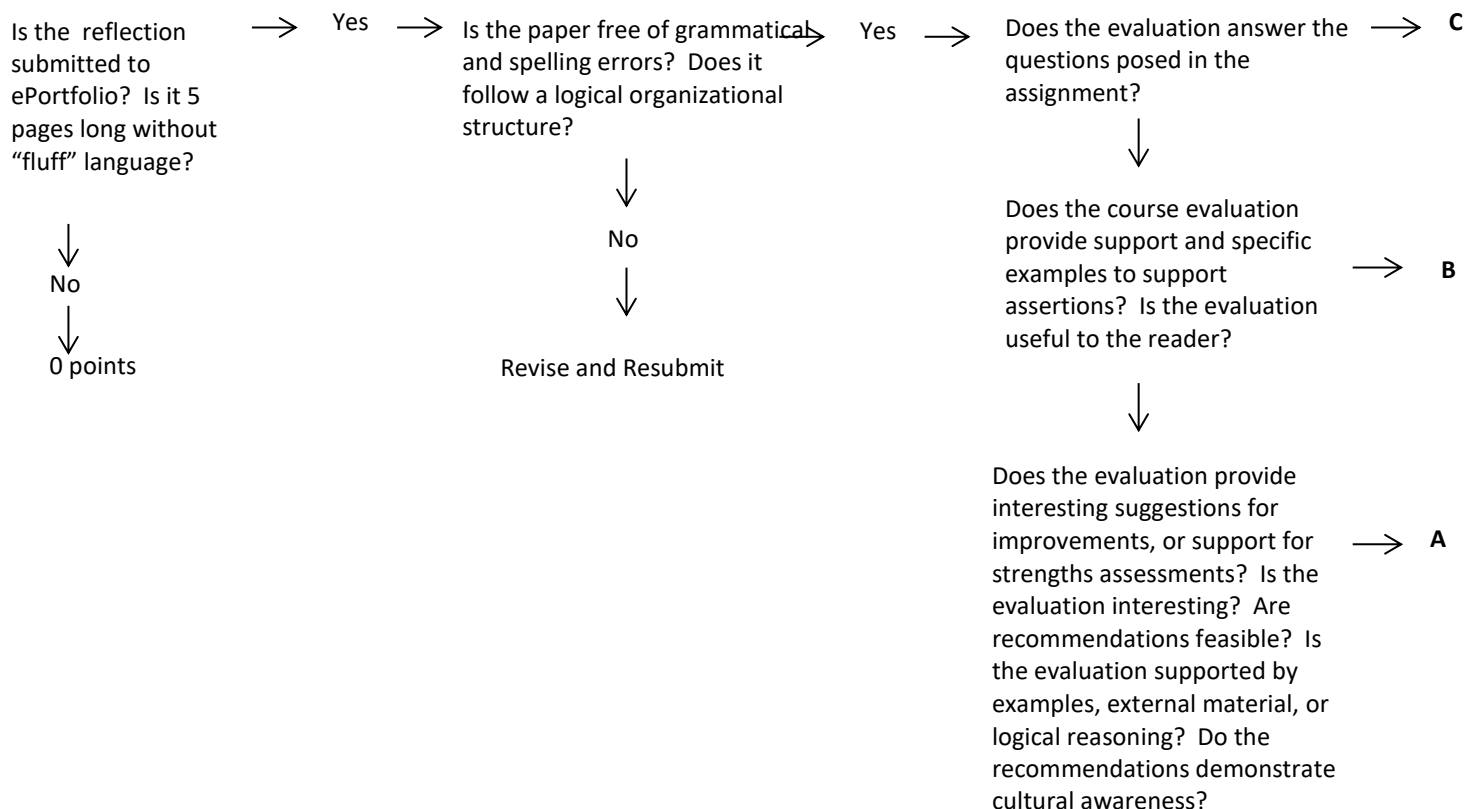
2) **Reflection on the course.** You will need to write a 5-page paper on the course. For the paper, students should assume that they have been hired as a consultant by TAMUC College of Business (COB). Assume that the COB is assessing student preparation levels for working in an increasingly globalized 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



TAMUCCOB 597 ASSIGNMENTS

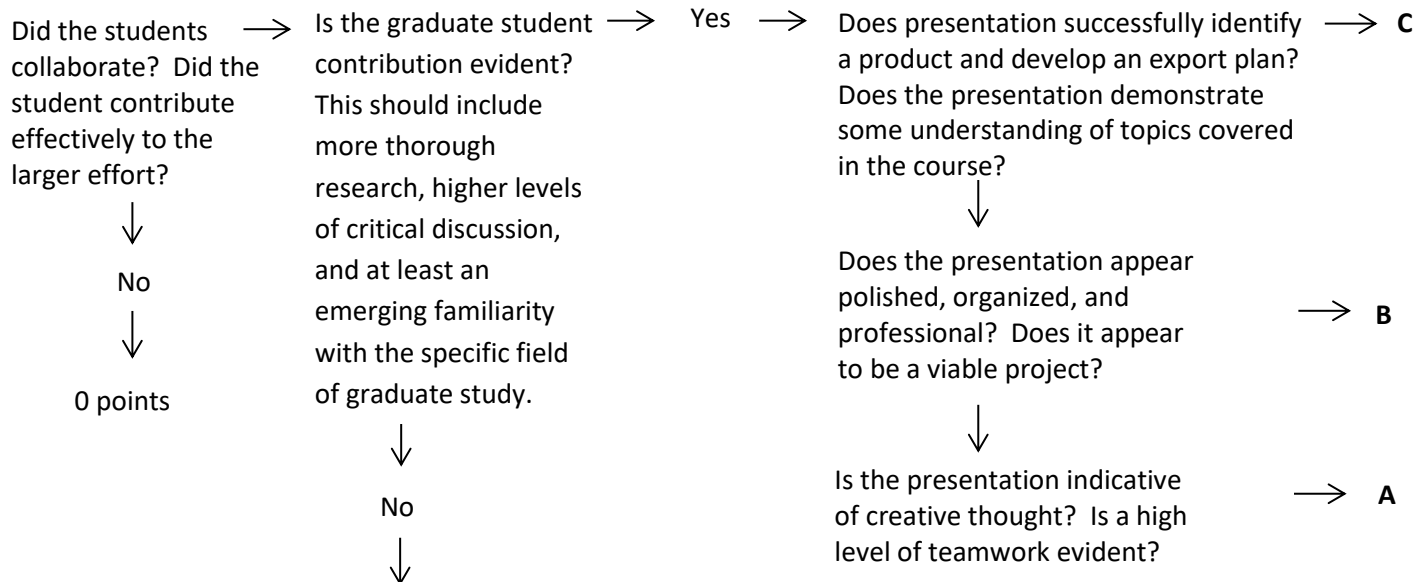
Graduate students who take the course are also encouraged to apply for either Global Scholar or Global Learner status. All items will be submitted for grading, the first two listed will also be submitted to the student's ePortfolio.

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



2) Reflection on the course.

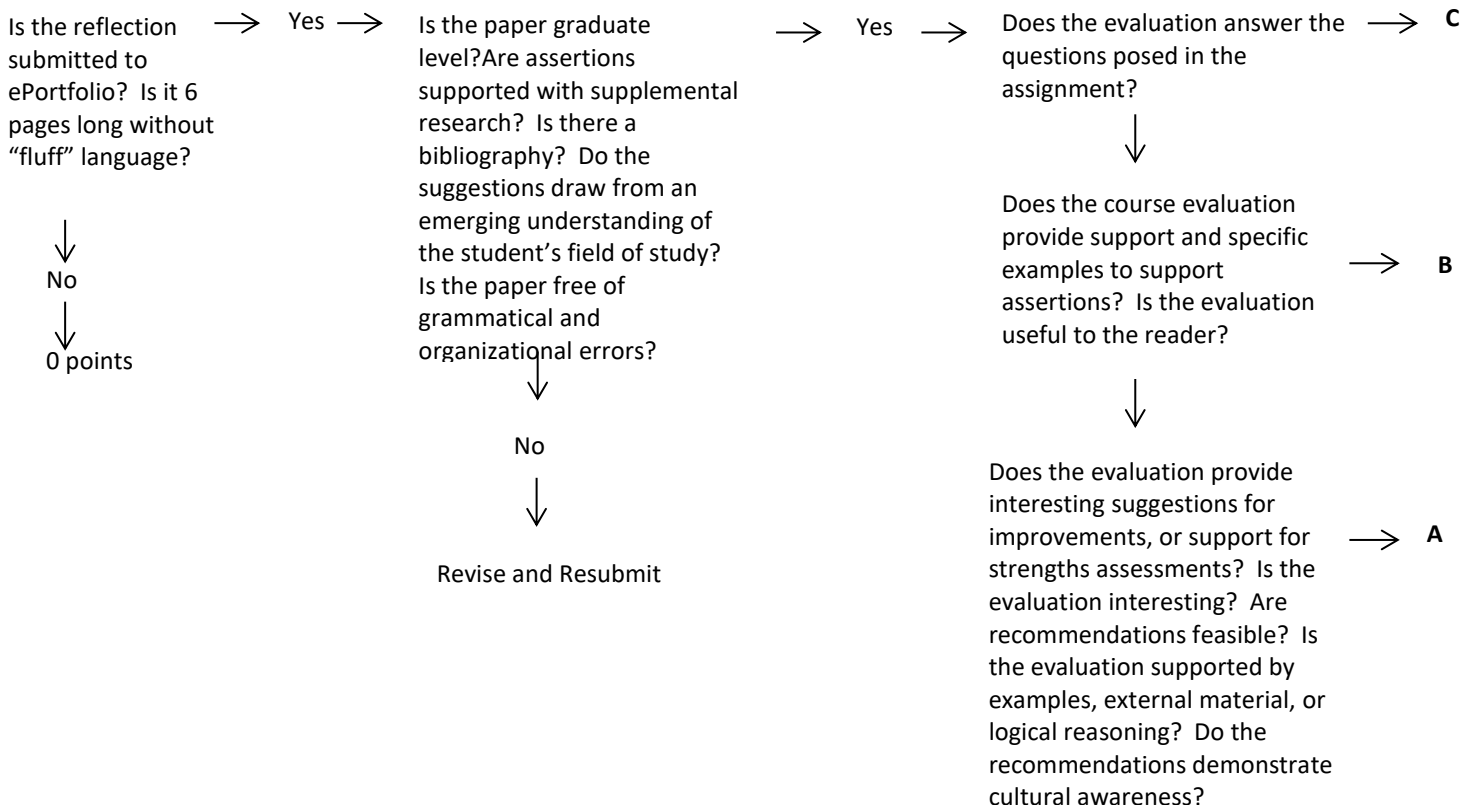
You will need to write a 6-page paper on the course. For the paper, students should assume that they have been hired as a consultant by TAMUC College of Business (COB). Assume that the COB is assessing student preparation levels for working in an increasingly globalized business environment. The paper 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:

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15% of course weight

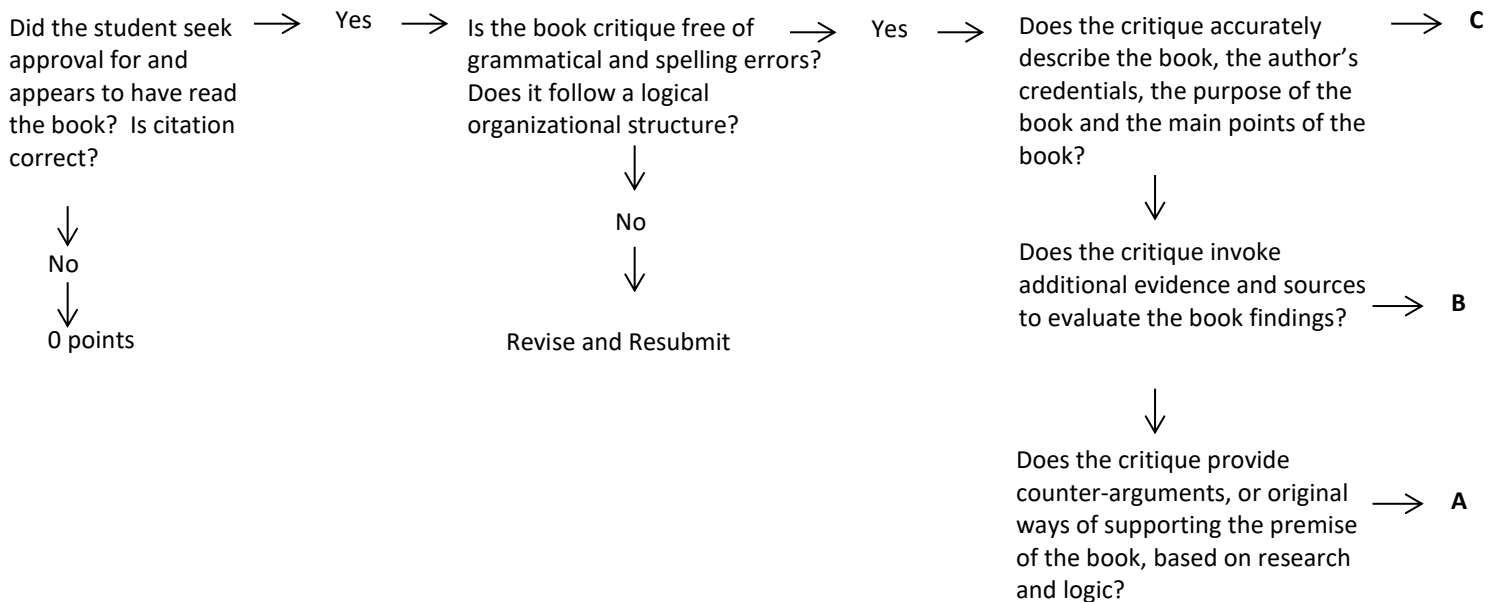


3) Book Review.

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