



SUMMER II 2025 MGT 380-01W INTERNATIONAL MANAGEMENT & BUSINESS

CLASSROOM: Web-Based Course
MEETING TIME: See Course Schedule for Assignment Due Dates and Live Sessions
LOCATION: D2L
NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX) times.

Instructor: Dr. Sonia Taneja
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Phone: (The best way to contact is me through email)

REQUIRED TEXT:

Dunung, S. P. (2024). Global Business Management v. 2.0 eISBN: 978-1-4533-4229-9
Or
Dunung, S. P. (2020). Global Business Management v. 1.1 eISBN: 978-1-4533-3741-7
(Feel free to buy any version)

***This book can be purchased directly from Flat World Knowledge (www1.flatworldknowledge.com) with the following available options:**

Student Formats and Costs: (*Prices subject to Change)

- **Digital All Access Pass: \$53.95**
Includes—Access to online, offline, and eBook formats: online book with Study Pass, chapter PDFs, and eBook files for tablets, e-readers, and smartphones.
- **Study Pass: \$33.95**
Includes—Access to the online book only with study tools like note-taking and highlighting; study aids like flashcards; and study view, which collapses each chapter into key terms and key takeaways. ***This \$29.95 option is acceptable for my class. **
- **Online Access (required) + Color Textbook: \$60.95**
- **Black & White Print Textbook: Print on demand**
Includes—A black and white hard-copy text plus bonus access to online and eBooks.
- **Color Print Textbook: Print on demand: \$80.95**
Includes—A color hard-copy text plus bonus access to online book.

****The digital all access pass is also available for purchase through the East TAMU bookstore.**
▪ **Cost: \$53.95 (Prices Subject to Change)**

(Students can purchase textbook in the affordable format of their choice or redeem their Digital All Access Pass code by following course adoption link below:
<https://students.flatworldknowledge.com/engage/courses/2613486>

COURSE DESCRIPTION:

This course is designed to give students a fundamental understanding of the environment in which international businesses operate and of the management practices required to compete successfully in global markets.

Prerequisites: Junior standing.

COURSE OBJECTIVES:

The course introduces elements of International business which challenge and enable businesses and individuals to compete successfully in the global marketplace. Students will review and examine the international business environment (strategy, entry, culture, ethics, etc.) with an emphasis on management and an outlook on future growth and expansion. Upon course completion, students will view themselves as engaged citizens with an interconnected 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.
- Understand the challenges of management in individual international markets within the course in

CLASS MEETING:

This is a completely online course. We will be having synchronous meetings through ZOOM in D2L in your course management website. Details about meeting in class and/or synchronous format schedule will be provided.

TECHNOLOGY REQUIREMENTS:

LMS: All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, East Texas A&M University campus open computer lab, etc.

COURSE FORMAT:

This course is a completely online course (Web Enhanced). Lectures will be provided via Live sessions using ZOOM and the recordings will be available. You will find most of the information and materials that you will need to complete the course in this syllabus and on the course management website. Be sure to attend the sessions regularly and check your university e-mail regularly to see what work you are required to do. All of the handouts and assignments for this course are posted under the "Assignments" tab in course shell. You should submit your work in a format that is compatible with **Microsoft Office 2010/2016** and post it in the appropriate "Droboxes" when they are due. Mid-Term and final exam will be held online.

COURSE SCHEDULE:

A course schedule is included on the seventh page of this syllabus.

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 and as the situation transpires. 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 so 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.

UNIVERSITY SPECIFIC PROCEDURES

STUDENT CONDUCT

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx).
<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

ETAMU ATTENDANCE

For more information about the attendance policy please visit the [Attendance](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx) webpage and [Procedure 13.99.99.R0.01](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx).
<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

ACADEMIC INTEGRITY

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.03)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

SPECIAL NEEDS/REASONABLE ACCOMODATIONS:

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:

East Texas A&M University

Gee Library- Room 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

STATEMENT ON AI USE IN COURSES (MAY 2023):

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

NONDISCRIMINATION NOTICE

East Texas A&M University 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.

TENETS OF COMMON BEHAVIOR STATEMENT:

All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See current Student Handbook).

UNIVERSITY CAMPUS CONCEALED CARRY STATEMENT:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas

A&M 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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”. East Texas A&M 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 login to the course and participate in live sessions. Submit all course work as scheduled. Failure to submit the work on time would result in a grade “F”. Failing to login in the course will also be reported on the 4th day class roster submitted to the registrar’s office.
- **Assignments:**
 1. **Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.** Students in MGT 380 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 (8:00 AM) listed. All work and assignments for the entire course will be available on the day of class. Start working on each assignment as soon as possible and ensure that you have all assignments submitted by the specified due dates. You MUST turn in all written assignments ON TIME. Until 8:00 AM CST, you will have to submit the work that is listed in the far-right “All Assignments Due” column of the course schedule provided on the fifth page of this syllabus. I will NOT accept late assignments. I will observe a strict non-submission assignment policy. Please be very mindful that non-submission will automatically result in a grade of “ZERO.” In case of emergencies or extenuating circumstances, proper documentation will be required for the exemption.
 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 2010/2016.** Please save all documents as doc or docx files.
- **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 **East Texas A&M account**. Our discussion in the class is my primary mechanism for communicating to the class. I will also be using emails to communicate with 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 in the class and e-mail. It is your responsibility to become aware of any such changes.

GRADE COMPONENTS:

Component	Type	Point Value	% Value
Case Assignments (2 @ 100 Points Each)	Individual	200 points	40%
Mid-Term Exam	Individual	100 points	20%
Final Project	Individual	100 points	20%
Final Exam	Individual	100 points	20%

GRADING SCALE:

A	90 – 100%	450-500 points	D	60-69%	300-349 points
B	80 – 89%	400-449 points	F	Below 60%	Less than 300 points
C	70-79%	350-399 points			

Incomplete - An incomplete grade (X) will NOT be provided in 5 weeks course.

Withdrawal - Must be initiated by the student administratively.

CASE ASSIGNMENTS:

Throughout the semester, you will be required to analyze two cases focusing on the international management that will be posted in the assignments in the course. The casework is worth a total of 200 points (40% of your course grade), so take it seriously. Specific instructions for each case will be posted in course, under the “Assignments” tab. The analyses should be submitted to the “Dropbox” designated for that case. The document must be compatible with Microsoft Word 2010/2016. A grading rubric for the case assignments can be found at the end of this syllabus.

EXAMS:

There will be two exams, mid-term, and final exam. Exam will test your comprehension of the material presented in the required textbook via selected multiple choice and short answer items. The exams will be administered online, and students will be able to access the exam on the scheduled date under Week 3 and 5 tab. points. There will be no EXTRA CREDITS available. If you do not take the exam on time, it will be marked ZERO. NO EXTENSIONS are allowed for exams. Late submission policy **does not** apply for exams.

FINAL PROJECT:

Student will be required to write a final project paper covering the topics of International Management. Each student will be required to analyze a company which intends to go global. Specific instructions for the paper will be posted in course, under the “CONTENTS” tab. The paper should be submitted to its corresponding dropbox and must be saved in a format compatible with Microsoft Word 2010/2016 (doc/docx file). A grading rubric for the paper can be found at the end of this syllabus.

CLASS ATTENDANCE & PARTICIPATION:

Attendance and engagement in your work is critical to successful course completion. I suggest that you attend the class live regularly to make sure that you stay on track, view the feedback regarding your work, and read any additional information and/or material for this course.

- ❖ IF YOU EVER FEEL AS IF YOU NEED TO MEET WITH ME IN ORDER TO CLARIFY ASSIGNMENTS, DISCUSS CONCERNS ABOUT THE CLASS, DISCUSS TOPICS FROM THE CLASS, ETC., E-MAIL ME IN ORDER TO SET UP AN APPOINTMENT.
- ❖ ON THE COURSE SCHEDULE, ALL ASSIGNMENTS ARE DUE BY 8:00 AM (CST) ON THE DATE APPEARING AT THE BEGINNING OF THAT ROW OR OTHERWISE STATED. ALL OF THE DATES IN THE FIRST COLUMN FALL ON MONDAY/THURSDAY.
- ❖ FEEL FREE TO Schedule a meeting through ZOOM.

WEEK & DATE (MONDAY &THURSDAYS)	TOPICS: TEXT CHAPTERS	WORK DUE: BY 8:00 AM ON THIS DAY
1. July 07	Read, Initial, and Submit the Honesty Policy Introduction to Syllabus T: Chapter 1—Introduction to Global Business Management ***Introduction to Final Paper	Live Session on 07/08 @ 6 PM
1. July 10	T: Chapter 2—Globalization, International Trade and Foreign Direct Investment T: Chapter 3—Global Manager's Perspective on World Economies	Live Session on 07/10 @ 6 PM Honesty Policy Due Due on 07/10
2. July 14	T: Chapter 4—Managing Global and Regional Economies Cooperation and Integration T: Chapter 5—Impact of Culture on Global Business Management	Live Session on 07/14 @ 6 PM Post company submission Case Assignment 1 Due
2. July 17	T: Chapter 6—Managing Global Talent, Leadership, and Diversity T: Chapter 8—Foreign Exchange and The Global Capital for Global Managers	Live Session on 07/17 @ 7 PM
3. July 21	MID-TERM REVIEW ***MID- TERM EXAM***	Live Session on 07/21 @ 6 PM
3. July 24	T: Chapter 9—Manager's Perspective on Understanding the Role of Finance and Accounting in Global Competitive Advantage T: Chapter 10—Managing International Expansion and Global Market Opportunity Assessment	Mid-Term Due
4. July 28	T: Chapter 11—Managing Entry Modes: Exporting, Importing, and Global Sourcing T: Chapter 12—Managing Global Strategy, Formulation & Implementation	Live Session on 07/28 @ 6 PM Case Assignment 2 Due
4. July 31	T: Chapter 13—Managing Global Entrepreneurship and Intrapreneurship T: Chapter 14---Managing Global Operations	Live Session on 08/01 @ 6 PM
5. August 04	***FINAL EXAM***	FINAL PAPER Due on 08/04
5. August 07	***HAVE A WONDERFUL SUMMER***	FINAL EXAM DUE 08/06

- ❖ **THIS WEEKLY SCHEDULE IS TENTATIVE.**
- ❖ **T: TEXTBOOK**

Case Analysis Grading Rubric

	Far Exceeds Standards	Exceeds Standards	Meets Standards	Fails to Meet Standards
Identification of Critical Issues and Depth of Analysis Will consider how focused your analysis is, and whether you address many of the existing and critical issues in the case. Score:	Identifies all of the critical managerial issues related with international management. Thoroughly discusses, evaluates, and analyzes each managerial issue, providing convincing and supported arguments. (40)	Identifies most of the critical managerial issues related with international management. Discusses, evaluates, and analyzes each managerial issue, providing convincing and supported arguments, but could have gone into more depth. (36)	Identifies many of the critical managerial issues related with international management. Discusses, evaluates, and analyzes most of the managerial issues, providing convincing and supported arguments, but could have gone into much more depth. (32)	Identifies few, if any, critical managerial issues related with international management. Fails to discuss, evaluate, and analyze each managerial issue, does not provide supported arguments, and lacks any significant degree of depth. (28 or less)
Application of International Management Concepts in the Case. Score:	Provided a thorough and well-supported application of international management concepts with all of the critical, problematic issues, and recommendations in the case. (40)	Provided a sufficient and supported application of several international management concepts with most of the critical, problematic issues in the case, but could have gone into more depth or provided a few more (36)	Applied some international management concepts for dealing with some of the critical, problematic issues in the case, but could have gone into much more depth, provided more application, and/or provided several more (32)	Applied few, if any, international management concepts for dealing with some of the critical, problematic issues in the case, and provided little or no support. (28 or less)
Supported Recommendations Regarding the Best Approaches for Handling the Problematic Issues related to global business management in the Case. Score:	Provided a thorough and well-supported discussion of several valid approaches for dealing with all of the critical, problematic issues in the case. (20)	Provided a sufficient and supported discussion of several valid approaches for dealing with most of the critical, problematic issues in the case, but could have gone into more depth or provided a few more (18)	Discussed some valid approaches for dealing with some of the critical, problematic issues in the case, but could have gone into much more depth, provided more support, and/or provided several more (18)	Discussed few, if any, approaches for dealing with some of the critical, problematic issues in the case, and provided little or no support. (14 or less)
Turnitin.com Similarity Rating	Student submits a paper that scores a low similarity rating (below 25%), indicating a high	Student submits a paper that scores a mid-range similarity rating (between 25 and 40%).	Student submits a paper that scores a rather high similarity rating (between 40% and 75%).	Student submits a paper that scores a high similarity rating (above 75%), suggesting that there

Score: (This is a part of the overall grade)	degree of originality of the student's work.	(10-20 Points will be deducted)	(Paper will not be graded)	could be an issue with plagiarism. (Will be reported to Department Chair of Management)
Overall Quality of Written Communication Score: (This is a part of the overall grade)	Student presented a well-written, coherent analysis that was free from any grammar and/or spelling errors.	Student presented a well-written, coherent analysis that contained a few minor errors. (-5)	Student presented a rather coherent analysis that contained several minor errors. (-10)	Student presented an incoherent analysis that contained several major errors. (Revise and Re-submit with a grade reduction)
Total Score:	_____ out of 100			

Final Paper Grading Rubric

	Far Exceeds Standards	Exceeds Standards	Meets Standards	Fails to Meet Standards
Identification of International Management Opportunities & Challenges Critical for Organization to go global Score:	Identifies all opportunities & challenges concepts critical for organization to go global. (30)	Identifies many opportunities & challenges critical for organization to go global. (27)	Identifies a few opportunities & challenges critical for organization to go global (24)	Identifies one or few opportunities & challenges critical for organization to go global. (21)
Depth of Your Discussion of These Concepts and Their Importance to Management of Organization Will consider how detailed your discussion is and how far into depth you go. Score:	Thoroughly discusses and evaluates each international management strategy providing convincing and supported arguments. (50)	Discusses and evaluates each international management strategy providing convincing and supported arguments but could have gone into a bit more depth. (45)	Discusses and evaluates each international management strategy, providing convincing and supported arguments, but could have gone into much more depth. (40)	Fails to discuss and evaluate each international management strategy, does not provide convincing or supported arguments, and lacks any significant degree of depth. (35)
Literature Review of the International Management Topics—Reference Support The more reference support you use, the better. The quality of the journals is also important. Score:	Provides a complete and clear review of the scholarly journal literature. Empirical research from multiple journal articles provided support for why each variable was included. Several of the journal articles used came from top-tier journals. (20)	Provides a substantial and clear review of the scholarly journal literature. Some, but not all, variables were supported by empirical research from journal articles. More references could have been used and more could have come from top-tier journals. (18)	Provides an adequate and clear review of the journal literature, but several variables lacked strong support from the empirical research presented in journal articles. Most of the articles came from lower-level journals. (16)	Provides an incomplete review of the journal literature and fails to support the knowledge associated with each identified variable. The few articles that were used came from low-level journals or websites. (14)
APA Formatting of References	Student cited ALL references	Student cited most references	Student cited many references	Student cited few references

Students must cite all references in proper APA format, in-text and on reference page. Score: (This is a part of the overall grade)	properly, formatted in accordance with the APA style guide (no errors).	properly, formatted in accordance with the APA style guide (a few minor errors). (2 Points will be deducted)	properly, formatted in accordance with the APA style guide (4 or more minor errors). (3 Points will be deducted)	properly, not in accordance with the APA style guide (4 or more errors with at least 1 being a major error). (5 or more Points will be deducted)
Turnitin.com Similarity Rating Score: (This is a part of the overall grade)	Student submits a paper that scores a low similarity rating (below 25%), indicating a high degree of originality of the student's work.	Student submits a paper that scores a mid-range similarity rating (between 25 and 40%). (10-20 Points will be deducted)	Student submits a paper that scores a rather high similarity rating (between 40% and 60%). (Paper will not be graded)	Student submits a paper that scores a high similarity rating (above 60%), suggesting that there could be an issue with plagiarism. (Will be reported to Department Chair of Management)
Overall Quality of Written Communication Score: (This is a part of the overall grade)	Student presented a well-written, coherent analysis that was free from any grammar and/or spelling errors.	Student presented a well-written, coherent analysis that contained a few minor errors. (-5)	Student presented a rather coherent analysis that contained several minor errors. (-10)	Student presented an incoherent analysis that contained several major errors. (Revise and Re-submit with a grade reduction)
Total Score:	___ out of 100			