

MGT 380 INTERNATIONAL MANAGEMENT AND BUSINESS

Summer I 2020

Section 40662, MGT 380-01W

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Lloyd Basham

Hello, my name is Lloyd and welcome to MGT 380, International Management and Business with Texas A & M University-Commerce. I am looking forward to being your instructor in the future five weeks. There is no doubt that after the conclusion of this course we will look back upon this period as being a personally enhancing experience for each of us. My challenge to you, as a mental preparation for this class, is to give thought to "significance" and its meaning to you and its application to the forthcoming material in MGT 380. It is my objective to make a difference in your educational experience and likewise I hope to make a lasting impression on you as I am sure that you will with me. Let us begin the journey!

Special Note on the Class Schedule:

Please note the course is scheduled to run from June 1, 2020 to July 2, 2020. The final day of the course will be Thursday, July 2, 2020 at 11:59pm with the deadline for the submission of the Exam IV.

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 worldwide operations and the future of International Business Management.

Requirements of course: All communication, instructions, assignments, exams, feedback, etc. will utilize D2L, BrightSpace. An individual's personal email address (other than the one assigned by the university; will NOT be utilized for communication, instructions, assignments, exams, feedback, and activity in this course and class. Instead we will use the email address as assigned by the university will be the forum for communication.

TECHNOLOGY REQUIREMENTS

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- *Ensure that your browser has JavaScript and Cookies enabled.*
- *For desktop systems, you must have Adobe Flash Player 10.1 or greater.*
- *The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.*
- *You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:*
 - *512 MB of RAM, 1 GB or more preferred*
 - o Broadband connection required courses are heavily video intensive*
 - o Video display capable of high-color 16-bit display 1024 x 768 or higher resolution*
- *You must have a:*
 - o Sound card, which is usually integrated into your desktop or laptop computer*
 - o Speakers or headphones.*
 - o *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.*
- *Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: JAVA web site <http://www.java.com/en/download/manual.jsp>*

- *Current anti-virus software must be installed and kept up to date.*

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- *You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:*

- o *Adobe Reader <https://get.adobe.com/reader/>*

- o *Adobe Flash Player (version 17 or later) <https://get.adobe.com/flashplayer/>*

- o *Adobe Shockwave Player <https://get.adobe.com/shockwave/>*

- o *Apple Quick Time <http://www.apple.com/quicktime/download/>*

- *At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.*

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, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the Live Chat or click on the words “click here” to submit an issue via email.

System Maintenance

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

Due Dates and Late Assignments

All exams are due on the assignment day and must be completed prior to 11:49pm of the date assigned. Exams are late if not submitted on the due date and designated time.

No exceptions or extensions are given for the scheduled due dates regardless of reasons ((including vacations, travel [both personal and work related], personal, illness, medical emergencies, do not have text or the correct edition, hardware software and connectivity issues (computer “froze up”), forgot the date of the exams and/or entered the wrong date of the exams on my calendar (both of these can be avoided by opening each week’s forum on Monday (same as attending class) which will address the requirements of the week and in many cases provided an reminder of the next week), so plan and organize [management acumen,] . If not submitted on time or prior to or on the due date they will not be graded and accordingly zero points will be assigned to that exam. Exam IV *is due on Thursday, July 2nd at 11:59pm without any exceptions and/or extensions.*

Exam grades:

text page requirement (from top to bottom margin of the page) which is explained and expanded on with the assignment’s rubric.

The grades for Exam I, II, III and IV will be reflected in the grade book the day after completing the exam.

Course Policy for Drops and Incomplete Grades:

Student discipline to meet due dates for exams are required. Incomplete (I, which are reserved for Thesis and Dissertation courses and X) grades will not be assigned in this course.

****This is upper undergraduate level study and research so there is no such thing as make-up, redoing of an exam or resubmitting an exam or additional credit work; especially as substitutes for late exams so please do not request such.** One or both of the following is applicable. As an employee of your professional organization of products and services; the organization expects quality, accountability and responsibility in your performance; thereby, the same expectation and standards are applicable to all work in this course. As a consumer of products and services you expect quality, reliability, and functionally, thereby the same expectation and standards are applicable to all work in this course.

Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class posting or assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

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.

University Procedures and Guidelines

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 Guidebook)

Students with Disabilities information: The American 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, Gee Library, Room 162

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

(903) 886-8148 fax

Email: Rebecca.Tuerk@tamuc.edu

Nondiscrimination notice: 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.

Campus Concealed Carry Statement: Campus Concealed Carry – Texas Senate Bill -11 (Government Code 411.2301, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce 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 A&M-Commerce Rule 34.06.02. R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://SafetuOfEmployeesAndStudents/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 A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Course Text:

International Business, A Managerial Perspective, Eight Edition, Griffin and Pustay, ISBN 13:9780133792355

Arrangement and Structure of Course:

The course material will be organized around week lessons which will be four exams.

Point Values for the Course Assignments:

ASSIGNMENTS	Due	Points
Individual		
EXAM I:	WEEK TWO	25
EXAM II	WEEK THREE	25
EXAM III	WEEK FOUR	25
EXAM IV	WEEK FIVE	25
	TOTAL	100

The instructor does not “grade on the curve.” The instructor does not recognize the sometime expectations of students that grades and/or a certain grade are an entitlement. Instead, the instructor’s philosophy is a student’s grade is earned based on his/her performance.

How points equate to grades

89.5-100	A
79.5-89.4	B
69.5-79.4	C
59.5-69.4	D
<59.5	F

Tentative Schedule:

Lesson	Assignment Day/date	
Week One Chapter 1, 2, 3, 4 and 5 of text	Monday, June 1	Sunday, June 7
Week Two EXAM I Chapters 1-5 Chapter 6, 7, 8, 9, & 10 of text	Monday, June 8	Sunday, June 14 Sunday, June 14
Week Three EXAM II Chapters 6-10 Chapters 11, 12, 13,14, & 15 of text	Monday, June 15	Sunday, June 21 Sunday, June 21

<p>Week Four</p> <p>EXAM III Chapters 11-15</p> <p>Chapters 16, 17, 18, & 19 of Text</p>	<p>Monday, June 22</p>	<p>Sunday, June 28</p> <p>Sunday, June 28</p>
<p>Week Five</p> <p>EXAM IV Chapters 16-19</p>	<p>Monday, June 29</p>	<p>Thursday, July 2</p>

Instructor Bio:

Dr. Lloyd M. Basham,

My practical experiences are as an early corporate America executive retiree with 35 years of corporate background. These associations were with Fortune 200 firms in the Computer/Telecommunications -Motorola and Nortel - and Security/Risk and Financial Services -The Pittston Company- industries in various executive positions both in financial and operational capacities. Presently I am founder/President of a consulting firm LMB LLC. The practice offers financial and management services for organizations experiencing change and need assistance with process changes, structural development, and strategic direction as well as assisting start-up ventures with the development of business plans. Recent clients include a Fortune 400 firm with a Lean Sigma initiative project as well as merger and acquisition endeavor and a NASDAQ firm with a business development (marketing strategy) project. The firm's offerings to higher education include: Development of courses and curriculum for the marketing and management department and the Executive MBA program. Management of the members of the faculty for the department of marketing and management from 2009 through 2013, Graduate faculty status as well as graduate faculty instruction in business courses with accredited institutions of higher learning; affiliation with Texas A & M University-Commerce as Executive Director of President's Cabinet, Chairman of Foundation Board, Advisory Board member for the College of Business and Entrepreneurship and drafter/developer of a co-education agreement

between TAMU-Commerce and China University Geosciences Beijing China (CUGB). Have lectured in Beijing, China on the benefits/practices of doing business with an American firm. Assisted Chinese venture firm in the development of a business plan and obtainment of a loan to provide products/services during the 2008 Olympics. Obtained an Ed D in Supervision, Curriculum, and Instruction which was confirmed in May 2010 from Texas A & M University-Commerce. Dissertation was Presidents as Transformation or Transactional Leaders in Higher Education. Graduated from East Texas State University with a BBA in Accounting and MBA in Marketing/Management. In addition, have a MA in International Management from the University of Texas at Dallas. My instructing experiences began as a graduate teaching assistantship while pursuing my MBA. The courses were in Introductory Accounting I and II. Post-graduation, while an officer in the USAF, taught Immediate Accounting courses at night. Received initial online instructional experience as a member of the faculty for the University of Phoenix in 2002 with approval and experience in teaching online graduate courses in Organization Leadership and Change Management, Marketing Management and Management. Also approved and experienced in teaching on premise undergraduate courses in Critical Thinking and Decision Making and Marketing. In addition, have taught, since 2002, on premises undergraduate and online graduate classes as a Professor at Texas A & M University-Commerce. Previously Department Head and Assistant Professor for the Department of Marketing and Management in the College of Business and Entrepreneurship. Classes instructed at TAMUC have been in Management and Organizational Behavior, Entrepreneur Strategy, Strategy Management, Operations Management, Introduction to Business Finance, Marketing, Distribution Management for Global Markets, Transforming Organizations, Managing on the Edge, Management and Organizational Behavior, Executive Development, Marketing Management, Marketing Environment and Operations and Organizations. Developer of EMBA 535-Global Operations Management and 545, Executive Decision Making and first instructor to instruct original co-hort group with these particular courses. In the Fall 2011 instructed Marketing Management at the International Institute for Higher Education in Morocco.