



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS

## COLLEGE of BUSINESS ADMINISTRATION

BUSI 3344.110 (80245), Global Business Environment  
Mondays and Wednesdays: 9:30 AM to 10:45 AM  
Fall Semester: August 28 to December 15, 2017  
Warrior's Hall, Room 417

### UNILERT

Emergency Warning System for Texas A&M University – Central Texas  
UNILERT is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in UNILERT through their myCT email account. Connect at [www.TAMUCT.edu/UNILERT](http://www.TAMUCT.edu/UNILERT) to change where you receive your alerts or to opt out. By staying enrolled in UNILERT, university officials can quickly pass on safety-related information, regardless of your location.

**Instructor:** Mr. John La Lone, Asst. Professor. MS-HRM.  
**Department:** Management and Marketing Department  
**Office:** Room 318L  
**Phone:** (254) 519-5472  
**E-mail:** [jlalone@tamuct.edu](mailto:jlalone@tamuct.edu)  
**Office Hours:** **August 28, 2017 to December 15, 2017**  
Monday/Wednesday 11:30 AM to 12:30 PM  
Tuesday/Thursday 1:00 PM to 3:00 PM  
*You must call our Admin Assistant to make appointments*

**ADMIN ASSISTANT:** Mr. Mcsweeney **PH:** (254) 519-5437  
Fax (254) 501-2825  
**Student Professor Interaction:** Preferred contact with me for this course is via Blackboard message or TAMUCT e-mail if Blackboard is not working. For appointments, contact Admin Assistant [above]. I will respond to e-mails and Blackboard Messages within 24-48 hours, except weekends and holidays.

### Course Materials Copyright

"My lectures and course materials, including power point presentations, tests, outlines, and similar materials, are protected by copyright. I am the exclusive owner of copyright in those materials I create. You may take notes and make copies of course materials for your own use. You may not and may not allow others to reproduce or distribute lecture notes and course materials publicly whether or not a fee is charged without my express written consent. Similarly, you own copyright in your original papers and exam essays. If I am interested in posting your answers or papers on the course web site, I will ask for your written permission."

"Persons who publicly distribute or display or help others publicly distribute or display copies or modified copies of an instructor's Course Materials may be considered in violation of the University Code of Student Conduct.

**Instructor-Students Correspondence:** During the office hours listed above I will be available for face-to-face consultation in my office—but you must make an appointment through our Admin Assistant at 254-519-5437. I encourage students to interact with me during office hours to ask questions about upcoming assignments, get clarity on course concepts, and/or review your grading status in the course. I check my emails *and Blackboard Messages* at least twice a day during the week days and will respond to your messages within 24-48 hours. *Occasionally, a University meeting or Conference travel will preempt my prompt responses to your message; should this happen the change will be posted via an Instructor Announcement.*

### **Course Management**

You can access information pertaining to the course on Blackboard. It is important that you frequently check the class Blackboard site. Most of the time, I send out class messages and emails via Blackboard. It is imperative that **your email address in Blackboard** is the one you check regularly or is forwarded to an email account you check regularly.

This course will use the new TAMU-CT Blackboard Learn learning management system for class communications, and content distribution.

Logon to <http://tamuct.instructure.com> to access the course.

Username: Your MyCT username (everything before the "@" in your MyCT e-mail address)

Initial password: Your MyCT password

Upon logging on to Blackboard Learn, you will see a link to Blackboard Student Orientation under My Courses tab. Click on that link and study the materials in this orientation course. The new Blackboard is a brand-new interface and you will have to come up to speed with it really quickly. This orientation course will help you get there.

Technology issues are not an excuse for missing a course requirement or deadline – make sure your computer is configured correctly and address issues well in advance of deadlines.

### **Technology Issues & Troubleshooting**

For technological or computer issues, students should contact Help Desk Central. 24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

Web Chat: <http://hdc.tamu.edu>

*When calling for support please let your support technician know you are a TAMUCT student. Mr. La Lone should be consulted via the “Course Q and A” discussion forum or messages for course issues (NOT technology issues--they should be directed to the Help Desk).*

1.0 **Course Description:** Broad coverage of key concepts and issues in the modern global business environment. Emphasis will be placed on political, financial, cultural and regulatory effects on the operations of businesses in the global environment. **Prerequisites:** Junior classification.

1.1 **Expanded Course Description:** This course is to increase the student's understanding of the complexity and the continuously evolving nature of Global Business. The course will introduce issues, such as the role of trade, investment liberalization, economic integration, and the multinational enterprise. We will examine the influence of cultural, social, religious, economic, political, geographic, philosophical, and environmental forces on competitiveness of an international business.

1.2 **Intended Student Outcomes:** At the conclusion of the course the student will be able to:

- a. Develop cross-cultural sensitivity to interact with individuals from different cultures in a business setting.
- b. Analyze the cultural, legal, political, and economic forces of international business environment.
- c. Understand specific trade and investment theories.
- d. Understand the impact of government intervention and trade agreements on global business decisions.
- e. Explain the reasons and methods of entering international business through foreign markets and through domestic import/export markets.
- f. Select appropriate entry modes and business organization models to match strategic international business marketing and/or production objectives.
- g. Apply basic marketing, management, and human resource principles to doing business in various countries.

## 2.0 **Required Reading and Textbook**

International Business: The Challenges of Globalization, 8ed

Authors: John J. Wild & Kenneth J. Wild

Publisher: Pearson

ISBN: 0-13-386624-6 • ISBN: 978-0-13-386624-7

### **Reference Guide for Professional Writing**

American Psychological Association. (2010). Publication manual of American Psychological Association (6th ed.). Washington, D.C.: Author.

ISBN-13: 978-1-4338-0561-5

**NOTE:** A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

### 3.0 **Performance Guidelines**

3.1 **Reading Assignments:** Class meetings will consist of review and lecture of assigned chapters. You are expected to study the material for each assigned chapter *prior* to coming to class.

3.2 **Quizzes and Participation:** I do take attendance for this course. I ask for your regular participation in class discussion and activities, and for your timely completion of assignments. I intend that those who demonstrate quality, professional performance, will earn high grades. Lesser grades are earned by those who do not. Each of you can achieve a high grade if you so choose.

I strongly encourage your attendance for each class. I recognize that not all students are able to attend each class session. Pick a mutual *class-buddy* (whom you can assist, and he or she can assist you with notes from a class missed). I expect each student to take personal responsibility for making up missed subject matter and assignments. Your timely attendance, preparation for and participation in class discussion, and timelines for assignment submissions will all contribute toward the grade that you earn for this course.

3.3 **Examinations:** There will be three multiple-choice, true/false, and fill-in-the-blank examinations during the semester. All examinations are non-cumulative—each exam will include only materials covered in prior sections of the course. Exams will be closed book and closed notes. All exams will be administered in class in accordance with paragraph 11 [schedule]. Makeup [regardless of reason] will be as scheduled in paragraph 11 below.

3.4 **Texas A&M University-Central Texas E-Mail Account:** Each student must claim and use their Texas A&M University-Central Texas e-mail account. E-mail correspondence between all students and your instructor will be via your Texas A&M University-Central Texas “Blackboard” account.

Each student will send a message to your instructor by **Wednesday-September 6, 2017** via your TAMU-CT “Canvas” account. This message must reflect student’s name, TAMU-CT e-mail address, course number, and course title. If you have to use your TAMU-CT *e-mail account*, the Subject Line must reflect this course number and student’s name.

3.5 **Late Assignments:** Submissions will be accepted for credit after the due date, however there will be a five (5) percent grade deduction for each day after the due

date (week-ends are include). [**A Maximum of seven days late will be allowed, and incurs a 35 % grade deduction—before I start grading**]. Late submissions more than seven (7) days after the due date **“Will Not Be”** accepted for credit.

### 3.6 **Group Contract**

Please see the Blackboard “Start Here screen, and click on Group Contract tab for instructions and submission requirements.” **Due Date: Wednesday-September 14, 2016.**

### 3.7 **Cultural Interview (100 points)**

Each student will conduct a cultural interview with a person who has a different nationality from your own. **A 5-Page, single-spaced report is required (1-Cover Page, 1-Body, and 2-Interview Format [available on Blackboard for this course], and 1-References Cited)**. It must be submitted by the end of our **Wednesday-September 14, 2016** class. A potential outline of the report is listed as below:

1. A brief introduction of how you met the interviewee and the interviewee’s demographic information, such as age, education, family, or occupation. (20 Points).
2. Describe major differences between your own country and his/her country. The difference can be in diet, attire, etiquette, government, education system, family structure, etc. (20 Points).
3. Reference chapter 2 and describe the cultural dimensions using any of the listed theoretical frameworks, such as Hofstede’s cultural dimensions. (20 Points).
4. Recommendations for handling cultural differences between your own culture and the interviewee’s culture. (20 Points)
5. APA Cover Sheet and paper formatting (10 Points)
6. Grammar and Spelling (10 Points).

### 3.8 **Current Event Group Presentation (100 points)**

Starting from Week 2, every **Monday and Wednesday** two teams will be presenting the world events that occur in the prior week. Every group member will be in charge of covering events from one major region in the world (i.e. East Asia, Europe, Mexico/Latin America, North Africa/Middle East, South Asia/Southeast Asia/Australia, and Sub-Saharan Africa). The events can be a national/regional policy change or a corporate event, or other events with global business implications. Each group member is responsible for covering one particular region. In class, you will give a brief summary of an event that occurred somewhere in the region, mention how this event affects international business, and answer any questions the class may have about this event.

The following is a suggested approach to prepare for the presentation.

1. Find a credible source of article covering a current event in the region. (10 Points).

2. Searching for multiple sources of the same event is strongly encouraged. Sometimes you might get insights from opposing views on the same event. (11 Points).
3. Summarize the content of the article(s) by briefing who, what, when, where, and how the event occurs. (11 Points).
4. Tell us what your major take-away from the event in terms of how the event impacts international business. Explain WHY this event is important to you, us, and/or the rest of the world. (13 Points).
5. Optional: offer your prediction in terms of what might happen as the **RESULT** of the current event. (10 Points)
6. APA Cover Sheet and paper formatting (10 Points)
7. Grammar and Spelling (10 Points)

Your group must write a 9-page [minimum] report (1-cover page, 1-Table of Contents, 6-body, and 1-works cited/references cited), excluding attached data/material and appendices.

Your research must include at least **3** references (1 journal or magazine, 1-internet article, and 1-book), and they all must ***be used [and cited] in the body of your written paper.***

Your team will also make a “9” minute oral presentation (*3-minutes per team member*) on in this topic, in the classroom, on the date scheduled below and further delineated Blackboard presentation schedule. A copy of your written paper and a copy of your MS PowerPoint “***NOTES***” Slides” will be submitted to the instructor prior to your oral presentation...they will be accompanied with an electronic copy on a CD-“R” (containing an electronic copy of your MS.Word document, and an electronic copy of your MS.PowerPoint document. “***MS.PowerPoint Notes Slides***” ***are the only aide that I will allow you to use as a reference during your presentation!! I WILL NOT*** allow 3x5” cards, 5 x 8 “ cards, written notes of any kind nor electronic appliances. *One point will be deducted for every minute less than 4 or over 6 minutes in length.*

You will be evaluated based on three aspects of your group presentation: 1) Depth, 2) Content, and 3) Style. Please consult the grading rubric attached in the "Grading" section on the Blackboard.

### 3.9 **Country Project Written Proposal (100 points)**

Each group will select one country from emerging markets to research. For that country, your group will survey the political, economic, legal, cultural, trade, and monetary environment. In addition, each group is expected to outline the challenges and opportunities of conducting business in the country and provide relevant guidelines for successful international business ventures in the country based on their research about the country as well as international business.

For further “Country Project” instructions, clarification, and grading rubric—see Blackboard Start her screen, then locate Country Project tab.

A possible outline (reference the outline attached in the appendix) that includes major topics for your report is:

1. Introduction (a short summary of history, climate, etc.)
2. Political and Legal Environment
3. Economic, Trade and Monetary Environment
4. Cultural Analysis (cultural determinants, cultural dimensions, business etiquette)
5. Outline of challenges and opportunities of doing business in the country (i.e. analysis and integration of information from other parts of the paper and other country data)
6. Propose a product to enter the country. Explain how your proposal will be profitable, sustainable and beneficial for the local community.

Your group must write a 12-page [minimum] report (1-cover page, 1-Table of Contents, 9-body, 1 works cited/references cited), excluding attached data/material and appendices.

Your research must include at least *10 references* (3-4 journals or magazines, 3-4 Internet articles, and 3-4 books) and they must **all be used [and cited] in the body of your written paper.**

In addition to the main content, your paper must include an appendix of key figures, charts, and the like. References must be written in American Psychological Association (APA) style.

**Country project written report will be graded as follows:**

- 1) **Content** – 80. This part shows a group’s ability to find, sift through, and compile information pertinent to this assignment. It also shows your analytical ability in terms of determining the challenges and opportunities of doing business in a country, and providing guidelines for successful ventures into this country. Thoroughness, accuracy, and keen analysis should come through in this portion of the paper.
- 2) **Process** – 20%. This refers to readability, flow, logic, organization, professional look, and writing mechanics of the report. Reports should be clear, concise, structured in a logical fashion and easily readable, with a logical flow of thoughts and ideas as well as transitions between paragraphs. The report should be devoid of spelling and grammatical errors. It should also look neat and professional, adhering to paper specifications noted above.

3.10 **Country Project Oral Presentation (100points)**

Each group will present a brief summary of its findings, including all group members in the presentation. Your team presentations **must** be 12-15 minutes in length and should cover key points. Your team presentations will be in the classroom, on the date scheduled below and further delineated by my listed Blackboard site for this course. A “hard” copy of your written paper, a “hard” copy of your MS PowerPoint “NOTES” Slides,” an electronic copy of your MS Word document, and an electronic copy of your MS PowerPoint document (on a CD-“R”) will be submitted to the instructor prior to your oral presentation. **“MS PowerPoint Notes Slides” are the only aide that I will allow you to use as a reference during your presentation!! I WILL NOT** allow 3x5” cards, 5 x 8 “ cards, written notes of any kind nor electronic appliances. One point will be deducted for every minute less than 12 or over 15 minutes in length.

It is not necessary to present everything in your papers: you should focus on a sub-sample of the most interesting and relevant points of each section of the paper and include major challenges and opportunities as well as recommendations for successful business ventures in the country.

Creativity is encouraged in all presentations. You may wish to consider using role plays, mock business meetings, interview formats, or other devices to maintain interest.

Your country project oral presentation will be graded as below:

- 1) **Content** – 60%. This aspect corresponds to what was written above about the group country project report. Evidence of thoroughness, accuracy, and a quality analysis should come through in the presentation.
- 2) **Presentation** – 20%. This area refers to general presentation skills. Students should be audible, have good eye contact, come across as confident and knowledgeable, clearly state their points, and finish within the time limit. Practicing in advance is important and helpful.
- 3) **Creativity** – 20%. Be creative and have fun when giving presentations. Let your creative juices flow. Do not simply read the paper aloud, but engage yourselves and the class in an active, interesting, fun presentation. Group rehearsal of the presentation is highly recommended.

### 3.11 **Group Work Note:**

- 1) I will appoint team members.
- 2) I will not re-assign individuals to a different group after the initial assignment has been made. It is the group’s responsibility to work together. Students desiring guidance on working with group members are welcome to ask me for advice.

- 3) If group members are unable to work together, they have the ***right to fire*** themselves or another group member(s) from their group. In this case: The ***fired individual(s)*** must complete a different country project report individually, with the same specifications described above. ***Fired individual(s) must*** email me about being fired so that I can provide them with a different country to research.

**NOTES:**

1. I will not re-assign individuals to a different group after the initial assignment has been made. It is the group's responsibility to work together. Students desiring guidance on working with group members are welcome to ask me for advice.
2. **Firing Parameters:**
  - a. If a group member (or members) refuse to meet, continually do not show for agreed meetings to discuss and work on their team project.
  - b. If a group member (or members) will not agree on the team's topic, locations, what portions of the paper and MS.PowerPoint they are to do, or must have everything their way.
  - c. If a member (or members), decide that they are the boss and will not collaborate.
  - d. If a member (or members), do not complete their portions of the work, refuse to meet time milestones/deadlines, refuse to place reference citations in their work, or refuse to submit their portions of the work for review/merging of documents in a timely manner.
  - e. If a member (or members) refuse to work together, they have the right to fire themselves or another group member(s) from their group.
  - f. In this case, the fired individual(s) must complete a different "Long Proposal" individually, with the same specifications described above.

Fired individual(s) "**MUST**" email the instructor concerning their being fired [or firing themselves] so that I can provide them with ideas for a different Proposal topic.

3. **Attire for Presentations:** All oral presentations (**Individual and Group**) will be conducted in a professional manner, to include appropriate business dress. Men: slacks, shirt, socks, shoes, and tie (No denims, jeans, boot pants, Levi's, sneakers, etc.). Ladies: blouse and slacks or dress, or suit with socks/stockings and either low or high-heeled shoes. Look Like professionals!
4. Timing will be strictly adhered to. Ten presentation points will be deducted if the presentation runs short or over by more than "1"minute.

#### 4.0 **Grading Criteria and Conversion for Examinations, and assignments**

**Grades will be calculated as follows:**

- |     |                        |            |
|-----|------------------------|------------|
| 4.1 | Exams (3 @ 180 Points) | 540 Points |
|-----|------------------------|------------|

4.2	Cultural Interview	100 Points
4.3	Group Contract	50 Points
4.3	Country Project (Written/Presentation)	200 Points
4.4	Current Event Presentation	100 Points
4.5	Professionalism	10 Points
	Grade Base is	1000 Points

Final grades will be calculated using a traditional scale, as follows:

#### Letter Grade/Points Required to Obtain Them

100-90 % = A	900-1000 Points
89-80 % = B	800-899 Points
79-70 % = C	700-799
69-60 % = D	600-699
00-59 % = F	000-599

#### 5.0 Drop Policy

It is the student's responsibility to be aware of University mandated drop deadlines should you find yourself needing to drop this course. The deadlines are all available via the "TAMUCT Academic Calendar" link from the Course web site left-hand menu. If you discover that you need to drop this class, you must contact the Records Office and request the necessary paperwork. Professors **cannot** drop students; this is always the responsibility of the student. The record's office will give a deadline for which the form must be returned, completed, and signed. Once you return the signed form to the records office and wait 24 hours, you must go into Warrior Web and confirm that you are no longer enrolled. If you are still enrolled, **FOLLOW-UP** with the Records Office immediately. Should you miss the deadline or fail to follow the procedure, you will receive an F in this course. Incompletes are not given except for documented medical or family emergencies, with a significant (at least 2/3) portion of the course already completed.

1. Last day for student's to add or drop a course without having to process manual Texas A&M University documents is Friday—August 25, 2017.
2. Last day for student's to add or drop a course BY PROCESSING manual TAMUCT documents is Monday—Wednesday-August 28-30, 2017.
3. Last day to drop a 16 Week class w/"no record is Wednesday—September 13, 2017.
4. Last day to drop a class w/a "Q" or "W-Withdrawal" is Friday—November 10, 2017.
5. **Priority** filing for Fall 2017 Graduation is: Friday--September 1, 2017.
6. **LATE** filing for Fall semester 2017 Graduation is: Sunday--October 1, 2017. You can still file for Fall semester 2017 Graduation after October 1, 2017—but it will be *conferral only*—you won't be able walk the stage at the graduation ceremony!
7. Last day to "withdraw" from the university is Friday-December 15, 2017.

**Note # 1:** In rare, emergency cases (and they must be justified), students may qualify for an incomplete grade, which is recorded as an "I-Incomplete" grade report and on your transcript. Requests for incomplete grades must be made according to TSU policy and

approved by the instructor prior to the final week of classes. All requirements must be completed by the end of the next semester or the "I" is automatically changed to an "F."

#### 6.0 **Academic Honesty (Texas A&M University-Central Texas Catalog, page 37)**

Texas A&M University - Central Texas expects all students to maintain high standards of honor in personal and scholarly conduct. Any deviation from this expectation may result in a minimum of a failing grade for the assignment and potentially a failing grade for the course. All academic dishonesty concerns will be reported to the university's Office of Student Conduct. Academic dishonesty includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. When in doubt on collaboration, citation, or any issue, please contact me before taking a course of action. More information can be found at <http://www.tamuct.edu/departments/studentconduct/academicintegrity.php>

#### 7.0 **Library Services**

INFORMATION LITERACY focuses on research skills which prepare individuals to live and work in an information-centered society. Librarians will work with students in the development of critical reasoning, ethical use of information, and the appropriate use of secondary research techniques. Help may include, yet is not limited to: exploration of information resources such as library collections and services, identification of subject databases and scholarly journals, and execution of effective search strategies. Library Resources are outlined and accessed at <http://www.tamuct.edu/library>

#### 8.0 **Disability Services**

If you have or believe you have a disability and wish to self-identify, you can do so by providing documentation to the Disability Support Coordinator. Students are encouraged to seek information about accommodations to help assure success in their courses. Please call (254) 501-5831 or visit Founder's Hall 114, Suite 114. Additional information can be found at <http://www.tamuct.edu/departments/disabilitysupport/index.php>

#### 9.0 **Tutoring:**

Tutoring is available to all TAMUCT students, both on-campus and online. Subjects tutored include Accounting, Finance, Statistics, Mathematics, and Writing. Tutors are available at the Tutoring Center in Warrior Hall, Room 111. Visit [www.ct.tamus.edu/AcademicSupport](http://www.ct.tamus.edu/AcademicSupport) and click "Tutoring Support" for tutor schedules and contact info. If you have questions, need to schedule a tutoring session, or if you're interested in becoming a tutor, contact Academic Support Programs at 254-501-5830 or by emailing [tutoring@ct.tamus.edu](mailto:tutoring@ct.tamus.edu).

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables TAMU-CT students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in Mathematics, Writing, Career Writing, Chemistry, Physics, Biology, Spanish, Calculus, and Statistics. To access Tutor.com, log into your Blackboard account and click "Online Tutoring."

### 10.0 Course Outline and Assignments

The following course outline and assignments listing is provide as a guide for each student to assist you in keeping up to date in your studies and in completion of your assignments.

Week	Day	Date	Activity	Subject	Assignments
1.	Mon	Aug 28	INTRO Chapter	Introduction/Syllabus Globalization	
	Wed	Aug 30	Chapter 1	Globalization	Country Project- Country Selection
2.	Mon	Sep 4	<b>CLOSED</b>	<b>NO CLASS</b>	<b>LABOR DAY</b>
	Wed	Sep 6	<b>PRIMER</b>	<b>Prepping MS.PPT/Protocols</b>	<b>Presentation</b>
3.	Mon	Sep 11	Chapter 2	Cross-cultural Business Politics	<b>Group Contract Due IN-CLASS</b>
	Wed	Sep 13	Chapter 2	Cross-cultural Business Politics <i>Country Selection →Newly- →</i>	
4.	Mon	Sep 18	Chapter 3	Political Economy & Ethics	
	Wed	Sep 20	Chapter 3	Political Economy & Ethics	<b>Cultural Interview Due-In Classroom</b>
5.	Mon	Sep 25	Chapter 4	Economics Develop of Nations	Current Event Tm1&2
	Wed	Sep 27	<b>EXAM # 1</b>	<b>Chapter 1 thru 4</b>	<b>Good Luck</b>
6.	Mon	Oct 2	Chapter 4	Economics Develop of Nations	Current Event Tm3&4
	Wed	Oct 4	Chapter 5	International Trade	Current Event Tm5&6
7.	Mon	Oct 9	Chapter 5	International Trade	Current Event Tm7&8
	Wed	Oct 11	Chapter 6	Political Economy of Trade	Curr Event Tm 9& 10
8.	Mon	Oct 16	Chapter 6	Political Economy of Trade	Curr Event Tm 11/12
	Wed	Oct 18	Chapter 7	Foreign Direct Investment	Curr Event Tm 13&14
9.	Mon	Oct 23	Chapter 7	Foreign Direct Investment	Curr Event Tm 15/16
	Wed	Oct 25	Chapter 8	Regional Econ Integration	Curr Event Tm 17
10.	Mon	Oct 30	Chapter 8	Regional Econ Integration	
	Wed	Nov 1	Chapter 9	International Financial Markets	
11.	Mon	Nov 6	Chapter 10	International Monetary System	
	Wed	Nov 8	Chapter 10	International Monetary System	
12.	Mon	Nov 13	<b>EXAM # 2</b>	<b>Chapter 5 thru 8</b>	<b>Good Luck</b>
	Wed	Nov 15	Chapter 11	Int'l Strategy & Organization	
13.	Mon	Nov 20	Chapter 12	Analyzing Int'l Opportunities	<b>Country Project Due</b>
	Wed	Nov 22	<b>ORALS**</b>	<b>Country Project Presentation</b>	<b>Country Project Due</b>
14.	Mon	Nov 27	<b>ORALS**</b>	<b>Country Project Presentation</b>	<b>Country Project Due</b>
	Wed	Nov 29	<b>ORALS**</b>	<b>Country Project Presentation</b>	<b>Country Project Due</b>
15.	Mon	Dec 4	<b>ORALS**</b>	<b>Country Project Presentation</b>	<b>Country Project Due</b>
	Wed	Dec 6	<b>ORALS**</b>	<b>Country Project Presentation</b>	<b>Country Project Due</b>
16.	Mon	Dec 11	<b>FNL EXAM</b>	<b>Chapter 9 thru 12</b>	<b>Final Exam "ONLY"</b>
	Wed	Dec 13	<b>EXAM # 1/2</b>	<b>M a k e--U p E x a m s--→</b>	<b>"ONLY"</b>

## 12.0 Instructor's Personal Statement

### What you can expect from me

- ✓ Feedback in the form of graded assignments within 7 days in most cases.
- ✓ Return e-mail and Blackboard within 24-48 hours except on weekends (Except Initial Blackboard Introduction Message.
- ✓ I will be prepared for class, so I expect the same from you.
- ✓ Every rubric for every assignment in this course has as a part of the grade: writing, grammar, and spelling.
- ✓ Hands-on learning,
- ✓ Respect and professionalism.
- ✓ This class will be what you make of it.

## 13.0 Changes to Syllabus

I reserve the right to make reasonable alterations to the course calendar and syllabus as provided here. It is a guide, not a hard and fast rule. Changes will only be made that benefit the class as a whole. If I do make a change to the course syllabus, I will provide each student with a copy of such change(s) within seven (7) days of said change.

**Appendix A****COUNTRY PROJECT SAMPLE OUTLINE****COUNTRY PROJECT SAMPLE OUTLINE**

- I. **TABLE OF CONTENTS:** Include a list of any appendixes also.
- II. **EXECUTIVE SUMMARY:** Short and concise. A broad overview of the country and the proposed product for entry. Not over 2 pages. Cover the principal points of the report, (prepare your summary after your plan has been written).
- III. **COUNTRY ANALYSIS:**
  - A. Political Environment (political system, structure, political parties, political risk).
  - B. Legal environment (legal system, legal issues in international business, legal risk).
  - C. Economic environment (economic system, main products and services, economic risk).
  - D. Monetary environment (currency system, currency risk).
  - E. Trade environment (major exports/imports, main trading partners, regional economic.
  - F. integration, tariff and trade barriers, government incentives for conducting business there)
  - G. Cultural analysis (cultural determinants, cultural dimensions, norms).
- VI. **PROPOSED PRODUCT FOR ENTRY:**
  - A. Outline of challenges and opportunities of doing business in the country (i.e. analysis and integration of information from other parts of the paper and other country data).
  - B. Propose a product to enter the country. Specify what you see in this country as an opportunity for the selected product.
  - C. Entry strategy:
    1. Selecting entry mode.
    2. Channels of distribution.
    3. Promotion methods.
    4. Etc.
- VII. **CONCLUSION**