



Introduction to the Global Business Environment - 80245

BUSI 3344 – 110

Fall semester: 27 August – 14 December 2018

Instructor: Dr. Anne Sluhan

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Office Hours: Mondays 14.15 – 16.30, Wednesdays 14.15 – 18.00

Course Management

This is a face-to-face classroom course. The TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com>] will be used for supplemental class materials such as slides and announcements.

Student - Instructor Interaction

I check emails daily during weekdays and will endeavor to respond within 24 hours. Students with questions are encouraged to reach out to me after each class or during my office hours.

911 Cellular

Emergency Warning System for Texas A&M University – Central Texas

911Cellular 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 911 Cellular through their myCT email account.

Connect at 911Cellular [<https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management>] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

Course information

Textbook

International Business: The Challenges of Globalization, 8/E. Authors: John J. Wild & Kenneth L. Wild. Publisher: Pearson. ISBN 978-0-13-386624-7.

Course overview

This course covers key concepts and issues in the current global business environment. Political, financial, cultural, and regulatory effects on firm-level operations will be emphasized.

Course objectives

This course is designed to increase the student's understanding of the complexity and the continuously evolving nature of Global Business. The course will introduce concepts including but not limited to the role of trade, investment liberalization, economic integration, and the multinational enterprise. The influence of cultural, social, religious, economic, political, geographic, philosophical, and environmental forces on competitiveness of an international business will be examined.

Student learning outcomes (SLOs)

At the conclusion of the course the student should be able to:

- a. Develop cross-cultural skills to interact with people from diverse cultures in business settings.
- b. Analyze cultural, political, economic, and competitive forces at work in the global environment.
- c. Explain the motivations for and methods of entering international business markets.
- d. Identify specific trade and investment theories.
- e. Understand the impact of government intervention and trade agreements on global business decisions at both the micro and macro levels.
- f. Select appropriate entry modes to match strategic international business objectives.
- g. Apply principles of marketing and management to doing business in various countries.

INSTRUCTOR POLICIES

Student Participation

We learn from sharing our knowledge, our ideas, and our experiences while simultaneously considering input from other students. Each of us approaches our classroom with a wealth of knowledge. Your contribution to class discussion is important and creates value for your colleagues. Therefore, student participation is required.

Class Attendance

Regular attendance is critical to your understanding of the course material and assignments. If you must be absent for legitimate reasons, please inform me in advance.

Make-Up Policy

If the student has a legitimate reason for missing an exam and has notified the instructor before the exam has been given to the class (or, in the case of an emergency, as soon as possible after the exam), a makeup exam can be arranged.

Spelling, grammar, and writing skills for reports

You will be evaluated on the content of all written assignments. Enrique Jardiel Poncela stated, "When something can be read without effort, great effort has gone into its writing." Writing is a

consistently challenging endeavor. This course provides you an opportunity to hone your communication skills about the topic at hand. You are challenged to write in a professional, concise, and logical manner. Our brilliant world of electronic resources eradicates all excuses for poor spelling and grammar. While a few minor mistakes will likely not affect your grade, I reserve the right to remove of up 10% of the points of a written assignment for excessively bad grammar and spelling. You are encouraged to always proofread your work (at a minimum), utilize spelling and grammar checking tools, and obtain help from the University Writing Center.

COURSE REQUIREMENTS

INDIVIDUAL COURSE COMPONENT (600 POINTS)

Attendance and Contribution to the Class (50 points)

Students earn points by regularly attending class and actively participating in class discussions.

Cultural Interview Report (100 points)

The cultural interview is to be conducted with a person who has a different nationality from yours, or is of a different national origin. A single-spaced report of 1 page maximum should be submitted (see calendar for due date). The recommended outline for the report will be provided during class.

Exam 1, Exam 2, and Exam 3 (3 x 150 points)

Three examinations will be given over the semester. Exams will be based on chapters studied in class.

GROUP COURSE COMPONENT (400 POINTS)

Important note on group assignments: A significant objective of this course is to help you further develop your cultural sensitivity and your ability to collaborate with people of different backgrounds. To this end, it is my goal to foster a learning experience by requiring groups to display a high level of diversity. I will not re-assign students after the initial groups have been formed. However, if any group member feels that another student does not contribute a fair share of work, the following adjustment mechanisms may be available by request:

Peer Evaluations: All group members are expected to do their fair share of work. If a group member is not pulling her/his weight, any other group member can contact me to request a group peer-evaluation at the end of the semester. If a group elects to do a peer review, each group member will fill out an evaluation form based on a 5-point scale. A student needs an average rating of 2.5 to receive the full group grade. Students receiving an average grade below 2.5 and above 1.5 from the other group members will see their group grade reduced by 40%. If a student has an average group grade under 1.5, this student will receive zero points on the group work component of the course. If no peer review has been requested, then I will understand the work was shared fairly, and thus all students will receive the same grade.

Firing Policy: If groups are unable to work together, they have the right to “fire themselves” or to fire another group member. We expect you are capable of resolving the issue before you make the decision to ‘fire’ a fellow student. If a student is fired, s/he will select a new country and complete all group assignments by her/himself. ‘Firing’ is considered to be a last resort.

Important Note on Country Choice: Once assigned to a group, your group will be required to choose a country. You will study this country for the entire group work component of this class (i.e., the country research group reports, the final country group report, and the final country group presentation). A list of countries to choose from will be provided.

Country Research Group Reports (2 x 50 points)

Group country reports are intended to prepare you for the final country report and presentation. There will be two broad topics to be researched: one related to trade and monetary environment, and the other related to international opportunity and entry. The country research group reports are not included in the final country group report.

Final Country Group Report (200 points)

By the end of the semester, your group will be expected to provide a full business report regarding the entry of a new product in your selected country. This report will include two major components: a country analysis (including an analysis of political, legal, economic, monetary, trade, and cultural environments) and a proposed plan for new product entry (including an analysis highlighting the challenges and opportunities of doing business in your chosen country, a firm-level analysis, a competitor analysis, and an entry strategy). Instructions for the report will be presented in class.

Final Country Group Presentation (100 points)

Each group will present their country group report in class. Groups will be expected to make a professional presentation. Each group member is expected to present a share of the project to the class. More instructions about the final presentation will be discussed during the semester.

Summary of grading criteria

Assessments:	Points	Percentage
Attendance and Contribution to the Class	50	5%
Cultural Interview	100	10%
Exam 1	150	15%
Exam 2	150	15%
Exam 3	150	15%
Country Research Group Reports (CRGR) (2 x 50)	100	10%
Final Country Group Report	200	20%
Final Country Group Presentation	100	10%
<u>Total points:</u>	<u>1000</u>	<u>100%</u>

Note: Final grades will be calculated using a standard scale (900-1000 points=A, 800-899 points=B, 700-799 points= C, 600-699 points=D, less than 600 points= F). Students begin the class with 0 points and earn points throughout the semester. Although changes to this grading criteria are rare, I reserve the right to adjust point allocation based on the pace of the class. Grades will be posted on Canvas on a regular basis.

COURSE OUTLINE AND ASSIGNMENTS

Note: Adjustments might be made to this outline depending on the pace of the class.

Week	Activity	Due
1	<i>Course Syllabus, Student Profiles, Class Questions</i> Chapter 1: Globalization	Student profiles (in class)
2	Chapter 2: Cross-Cultural Business <i>Guidelines and instructions for the cultural Interview</i>	
3	Chapter 3: Political Economy and Ethics	Cultural interview
4	Chapter 4: Economic Development of Nations <i>Group formation, country choice, group work instructions</i>	Country/Group choice (in class)
5	Exam 1 – Chapters 1, 2, 3, and 4.	
6	Chapter 5: International Trade Theory	
7	Chapter 6: Political Economy of Trade	
8	Chapter 9: International Financial Markets	
9	Chapter 11: International Strategy and Organization	
10	Exam 2 – Chapters 5, 6, 9, and 11.	Country Research Group Report #1
11	Chapter 12: Analyzing International Opportunities	
12	Chapter 13: Selecting and Managing Entry modes	
13	Chapter 14: Developing and Marketing Products	
14	Chapter 16: Hiring and Managing Employees	Country Research Group Report #2
15	Exam 3 – Chapters 12, 13, 14, and 16.	
16	Country Project Group Presentations	Final Group Country Report due.