



BUSI 3344 - 120 GLOBAL BUSINESS

Spring Semester: 2018

INSTRUCTOR AND CONTACT INFORMATION

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Office Hours:

I can be reached by telephone, text or email. I will normally respond within 24 hours.

Course Management

This is a face-to-face classroom course. However, you will be using the TAMUCT Blackboard learning management system for accessing resource materials, taking exams, and submitting assignments. <https://tamuct.blackboard.com>.

Technology Issues & Troubleshooting

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

Email: 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.

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 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.

COURSE INFORMATION

1.0 **Course Description:** Broad coverage of key concepts and issues in international business. Emphasis on the environment of international business and the operations of the multinational firm.

1.1 **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 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 **Student Learning Outcomes:** At the conclusion of the course the student will be able to:

- 1.2.1 Develop cross-cultural sensitivity to interact with individuals from different cultures in a business setting.
- 1.2.2 Analyze the cultural, legal, political, and economic forces of international business environment.
- 1.2.3 Understand specific trade and investment theories.
- 1.2.4 Understand the impact of government intervention and trade agreements on global business decisions.
- 1.2.5 Explain the reasons and methods of entering international business through foreign markets and through domestic import/export markets.
- 1.2.6 Select appropriate entry modes and business organization models to match strategic international business marketing and/or production objectives.
- 1.2.7 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, 8/E

Authors: John J. Wild & Kenneth J. Wild

Publisher: Pearson

ISBN-10: 0133866246 • ISBN-13: 9780133866247

Reference Guide for Professional Writing

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

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 **Course Performance Guidelines**

3.1 **Examinations:** There are two multiple-choice, true/false, fill-in the-blank examinations during the semester. Each exam will include materials covered in prior sections of the course.

3.2 **Cultural Interview**

A cultural interview is conducted with a person who has different nationality from yours and documented in a 3 page, 12-font, double-spaced report.

3.3 **Country Project**

For this project you will work individually.

You will select a foreign country to research including the political, economic, legal, cultural, trade, and monetary environment. In addition, you will 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 your research about the country.

3.3.1 **Initial Country Presentations**

Present to the class three 10 minute PowerPoint presentations on the following topics.

- 1) Cultural Environment
 - Art, music, folklore
 - Religions, attitudes, beliefs
 - Technology
 - Language, non-verbal communications, business gift giving
 - Families, associations
- 2) Markets, Demographics, and Resources
 - Natural resources, topography, water, climate, energy
 - Population, density and distribution, age, growth
 - GDP, growth, inflation
 - Per capita income, income distribution, regional income
 - Size of workforce, unemployment, unions, labor costs
- 3) Economic, Political, and Legal Environment
 - Monetary policy, fiscal policy, inflation, interest rates, taxation
 - Government stability, protection, hostilities, terrorism, corruption
 - Legal system, intellectual property laws and customs, dispute resolution
 - Tariffs and other trade obstacles
 - Country risks

3.3.2 **Research Reports**

In preparation for your final report, you will submit four research reports concerning your selected country on the following topics:

- 1) Trade Environment
- 2) Monetary Environment
- 3) International Opportunity
- 4) Entry Strategy

3.3.3 **Final Written Report**

The final written report should be 12-page minimum in 11 or 12 point font. In addition to the 12 page content you need to include a cover page, table of contents, list of references and appendices. Your report should include 10 references written in American Psychological Association (APA) format.

3.3.4 **Final Report Presentation**

Prepare and present a PowerPoint summary of your report covering key points (20 minute presentation in length). It is not necessary to present everything in your paper: you should focus on a sub-set 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.

3.4 **Late Assignments** will be reduced by 20% per day (weekend days are included).

3.5 **Case Analysis & Discussion.**

During this course you will need to read, analyze, and be prepared to discuss, a written case that describes a complex business situation faced by the top executives of a real company. Global managers spend a large portion of their working day interacting with colleagues. For this reason, the development of verbal skills is given a high priority in this course. The classroom should be considered a laboratory in which you can test your ability to convince your peers of the correctness of your approach to complex problems, and of your ability to achieve the desired results through the use of that approach.

You will not submit written work for cases. Grading is based upon preparing for and discussing the cases in the classroom.

Some of the behaviors that contribute to effective class participation are captured in the questions that follow:

Is the participant a good listener? Are the points that are made relevant to the discussion? Are they linked to the comments of others? Do the comments add to our understanding of the situation? Do the comments show evidence of analysis of

the case? Does the participant distinguish among different kinds of data (that is, facts, opinions, beliefs, concepts, etc.)? Is there a willingness to share or are all comments "safe"? (For example, repetition of case facts without analysis and conclusions or a comment already made by a colleague.) Is the participant willing to interact with other class members? Do comments clarify and highlight the important aspects of earlier comments and lead to a clearer statement of the concepts being covered? Does the participant ask questions rather than limit participation to responding to others' questions? Preparation for participation: Focus questions for each case are provided. Referring to these questions should help you as you prepare for each case discussion. In addition to those specific questions, you should do your best to understand the gestalt of the case – underlying themes that explain how the different problems and opportunities facing management are related. These insights should figure prominently in your analysis and recommendations.

4.0 Grading Criteria

Grades will be calculated as follows:

Cultural Interview	100
Country PowerPoint Presentations (3 @ 50 points each)	150
Exams (2 @ 100 points each)	300
Country Project – Research Reports (4 @ 50 points each)	200
Final Country Project – Written	250
Final Country Project – PowerPoint Presentation	100
Case Discussions (5@20)	<u>100</u>
Total	1,200 Points

Final grades will be calculated using a traditional scale (1080+ = A, 960+ = B, 840+ = C, 720+ = D, less than 720 points = F).

5.0 Drop Policy

If you discover that you need to drop this class, you must go to the Registrar's Office and complete a Drop Request Form. Professors **cannot** drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be returned, completed and signed. Once you return the signed form to the Registrar's Office and wait 24 hours, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid.

6.0 Academic Integrity

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty,

and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and 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. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action. More information can be found at <http://www.tamuct.edu/departments/studentconduct/academicintegrity.php>

Avoiding plagiarism: Be sure to read the following link to avoid issues and understand how to paraphrase correctly:

- “Avoiding Plagiarism” by Dr. Michael O'Connor at Millikin University
<http://faculty.millikin.edu/~moconner/writing/plagiarism1.html>
- “Plagiarism: What It is and How to Recognize and Avoid It”, by Writing Tutorial Services at Indiana University
<http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>

7.0 Library Services

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at TAMUCT are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the TAMUCT main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our homepage: <https://tamuct.libguides.com/>

8.0 Access and Inclusion

At Texas A&M University – Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to an education that is barrier-free. The Office of Access & Inclusion is responsible for ensuring that students with a disability enjoy equal access to the University's programs, services and activities. Some aspects of this course or the way the course is taught may present barriers to learning due to a disability. If you feel this is the case, please contact Access & Inclusion at (254) 501-5831 in Warrior Hall, Ste. 212. For more information, please visit their website at

<https://www.tamuct.edu/departments/disabilitysupport/index.php>

Any information you provide is private and confidential and will be treated as such.

9.0 Tutoring

Tutoring is available to all TAMUCT students, both on-campus and online. Subjects tutored include Accounting, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, contact information, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Kim Wood at k.wood@tamuct.edu

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

<https://www.tamuct.edu/departments/academicsupport/tutoring.php>

10.0 The University Writing Center

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 11am-6pm Tuesday-Thursday. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available). Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

10.0 Course Schedule and Due Dates

Date	Subject	Due Dates
W1: 1/17	Ch. 1, Globalization	Cultural Interview (1/24)
W2: 1/24	Ch. 2, Cross-cultural Business	PPT: Cultural Environment (1/24)
W3: 1/31	Ch. 3, Political Economy and Ethics	Case Analysis (1/31)
W4: 2/7	Ch. 4 Economic Development of Nations	PPT: Markets, Demographics, & Resources (2/7)
W5: 2/14	Ch. 5, International Trade Theory	Case Analysis (2/14)
W6: 2/21	Ch. 6, Political Economy of Trade	Research Report -Trade Environment (2/21)
W7: 2/28	Ch. 7, Foreign Direct Investment; Ch. 8, Regional Economic Integration	PPT: Economic, Political and Legal Environment (2/28)
W8: 3/7	Ch. 9, International Financial Markets Ch. 10, International Monetary System	Research Report - Monetary Environment (3/7)
Spring Break	Spring Break	Spring Break
W9: 3/21	Ch. 11, Intl. Strategy and Organization	Exam #1 (3/21)
W10: 3/28	Ch. 12, Analyzing International Opportunities	Research Report - International Opportunity (3/28)
W12: 4/4	Ch. 13, Selecting and Managing Entry Modes	Case Analysis (4/4)
W13: 4/11	Ch. 14, Developing and Marketing Products	Case Analysis (4/11)
W14: 4/18	Ch15, Managing International Operations	Research Report - Entry Strategy (4/18)
W15: 4/25	Ch. 16, Hiring and Managing Employees	Case Analysis (4/25)
W16: 5/2	Country Project and Presentations	Country Project and Presentations (5/2) Exam #2 TBA

****Note** that changes to this schedule and to assignments could occur during the semester.

Appendix A

COUNTRY PROJECT OUTLINE

- I. **TABLE OF CONTENTS:** Include a list of any appendixes also.
- II. **EXECUTIVE SUMMARY:** One page, short and concise. A broad overview of the country and the proposed product for entry. 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 integration, tariff and trade barriers, government incentives for conducting business there)
 - F. 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 and how your proposal will benefit the country.
 - C. Entry strategy:
 1. Selecting entry mode.
 2. Channels of distribution.
 3. Promotion methods.
 4. Etc.
- VII. **CONCLUSION**

Appendix B

Country Research Assignment I *Trade environment analysis*

For the country you are researching,

- How important is trade? What's the trade as a percentage of GDP for the country? What's the comparison with the adjacent countries and/or countries with similar economic status in terms of reliance on trade?
- What products and service does it export and import?
- With whom does the nation trade? Is it dependent on any particular nation for trade, or does another nation depend on it? Does the nation only trade with high-income countries or with low- and middle-income countries, as well?
- Is there a concerted effort from the government to promote exports to stimulate the economy? Are there any trading policies favorable for American investors?

Country Research Assignment II *Monetary environment analysis*

For the country you are researching,

- Does it have a city that is an important financial center? What volume of bonds is traded on the country's bond market? How has the stock market(s) performed over the past year?
- What is the current exchange rate between its currency and the U.S. dollars as of the beginning of this month? Use the country's currency as the base currency to report a direct quote of the country's currency.
- What is the percentage of change in the country's currency exchange rate with the U.S. dollars over one month and one year period? Reference the Appendix in Chapter 9 for the calculation of the percent change in exchange rates. Show the calculation in your assignment submission.
- Is there any restriction on the exchange of the nation's currency?

Country Research Assignment III *International opportunity*

1. Outline your analysis on the opportunity and challenges to invest in the country.
 - What are the major challenges for American investors to do business in the country, considering risks in the 1) cultural, 2) economic/monetary, and 3) political/legal environment?
 - What factors in the country constitute major opportunities for American investors?
2. Propose a product or service to enter the emerging market.
 - Explain how the product proposal takes advantage of the opportunity presented in the country. Use the market-potential indicators to estimate the market demand for your product
 - Who are the current major competitors in the country? What advantages do you have to compete with these major players in the country?

Country Research Assignment IV *Entry Strategy*

- How is your product/service proposal going to be beneficial for the chosen emerging economy?
- Identify an ideal entry mode and explain how this entry mode can best leverage your advantage and disadvantages as an American investor to enter the chosen emerging economy.
- Reference Chapter 14, what aspects of host country culture do you expect to influence your promotion strategy? How will you tailor your promotion strategy accordingly?
- Reference Chapter 14 regarding the five types of communication strategy (i.e. production/communication extension, product extension/communication adaptation, product adaptation/communication extension, product/communications adaptation, product invention). Which strategy will you use in the host market and why?

Appendix C

Cultural Interview Assignment

A cultural interview is conducted with a person who has different nationality from yours. The main purpose of the interview is to discover and evaluate cultural similarity and differences. The interview summary is for you to reflect on your dialogue with the interviewee. The interview summary should be 3 page, double-spaced, 12-font and cover all points listed below.

1. Identify your own cultural background as the basis of cultural comparison. Provide a brief introduction of how you meet the interviewee and the interviewee's demographic information, such as age, education, family, or occupation.
2. Describe BOTH similarities and differences between your own culture and his/her culture. The similarities and differences can be in diet, attire, etiquette, government, education system, family structure, etc.
3. Reference chapter 2 and describe the cultural dimensions using Hofstede's cultural framework. Reflect on your interview experience and suggest how the interviewee's culture is relatively lower or higher on Hofstede's cultural dimensions compared to your own culture. The interpretation of each dimension should incorporate supporting evidence based on what you learn from the interviewee's culture.
4. Recommendations for handling cultural differences between your own culture and the interviewee's culture.
 - A. Reflect on your own background and past experience to identify your own cultural identity. Some of you may have a different cultural heritage from American culture, and some of you were born and raised in a foreign country. Which culture influences your values and beliefs the most?
 - B. Ask your interviewees to identify his or her national culture. Then you have the reference of comparison between your own culture and your interviewee's culture.
 - C. Do your homework about the national cultural differences before you actually conduct the interview.

Look up the national cultural comparison on Hofstede' website at <http://geert-hofstede.com/countries.html>

Who should I interview?

You may choose any person who has different nationality from yours. The Hofstede's cultural framework will be the most meaningful when you compare two national cultures. You may have known the person from the past and can go back to him/her for an in depth interview. You can also find your interviewee through the international student association on campus or an ESL program at the community college. As the last resort, you may choose a person who has the same nationality as yours and have a different ethnic background. The person with a different nationality is going to give you a more interesting comparison of cultural differences since nations usually uphold the culture

dearly so you will be more likely to observe more cultural differences when your interviewee has a different nationality from yours.

Sample Interview Questions

1. What should I know of your culture's recent history, governance and language?
2. What do you understand as the major values and beliefs of your culture?
3. What cultural customs might surprise me?
4. If I were to fall in love with someone from your culture, what would you advise me in terms of dating, courtship and marriage practices?
5. What do different cultural practices look like? For example, understanding of work and leisure?
6. How do you define success?
7. How important is education in your family?
8. Is punctuality important to you? Why or why not?
9. What is the most important meal of the day?
10. What are considered the indigenous foods in your culture?
11. Do you have any eating habits/rituals that are specific to your culture?
12. How is physical contact viewed in your culture?
13. What is considered most disrespectful in your culture?
14. What is considered most respectful in your culture?
15. What would you say is, from your perspective, the most commonly held misconception about people of your culture?
16. What is the best thing about living in the USA?
17. What is the worst thing about living in the USA?
18. Is there anything else you'd like to share?