



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS

Face-to-Face BUSI 3344.125 Global Business Environment  
Summer 2018: June 4 to July 27, 2018  
Mon/Wed 11:00am-1:45pm; Founder's Hall 313

### INSTRUCTOR AND CONTACT INFORMATION

**Instructor:** Dr. Vivien Jancenelle  
**Office:** Founder's Hall 318C  
**Phone:** (254) 519 5425  
**Email:** [vjancenelle@tamuct.edu](mailto:vjancenelle@tamuct.edu) – Email is preferred for communications. Please allow 24 hours for a response on a weekday, and 48 hours on a weekend.

**Office Hours:** *Mon/Wed* - from 10:30am to 11:00am, and 1:45pm to 2:15pm.  
*Tue/Thu* - from 10:30am to 11:00am, 1:45pm to 2:15pm, and 5:00 to 6:00pm.  
Other times available by appointment.

**Mode of Instruction and Course Access:** This course meets *face-to-face*. The TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com>] will be used for supplemental class materials such as PowerPoints and announcements.

**Student-Instructor Interactions:** I check my email every day on weekdays. For emails sent on a weekend, please allow up to 48 hours for a response. 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

**Required 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 and Description:** Course offers a broad coverage of key concepts and issues in the 21st century global business environment. Emphasis will be placed on political, financial, cultural, and regulatory effects on the operations of businesses in the global environment.

**Course Objective:** 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.

**Student Learning 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.

## **TECHNOLOGY REQUIREMENTS AND SUPPORT**

### **Technology Requirements:**

This course will use the TAMUCT Instructure Canvas learning management system.

Logon to TAMUCT Canvas [<https://tamuct.instructure.com>]

*Username:* Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail)

*Password:* Your MyCT password

### **Technology Support:**

For technology issues, students should contact Help Desk Central. Available 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. For issues related to course content and requirements, contact your instructor.

## **UNIVERSITY RESOURCES, PROCEDURES, AND POLICIES**

**Drop Policy:** If you discover that you need to drop this class, you must complete a Drop Request Form, found through the Registrar's web page [<https://www.tamuct.edu/departments/business-office/droppolicy.php>]. 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 completed, signed and returned. Once you return the signed form to the Registrar's Office, 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 drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

**Academic Integrity:** Texas A&M University - CT 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. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

Penalty for Academic Integrity Violations: All academic misconduct 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. Additionally, zero points will be given for any assignment or exam for which academic misconduct has occurred (e.g., cheating on an exam).

**Academic Accommodations:** At Texas A&M-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. The information you provide is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion webpage:  
<http://www.tamuct.edu/departments/access-inclusion>.

TAMUCT supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these requirements and guidelines, please visit: <http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>.

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender – including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Division of Student Affairs at 254-501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

**A Note about Sexual Violence at A&M-Central Texas:** Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L). Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [<https://www.tamuct.edu/departments/compliance/titleix.php>].

**Tutoring:** Tutoring is available to all TAMUCT students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, 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, 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 Dr. DeEadra Albert-Green at [deeadra.albertgreen@tamuct.edu](mailto:deeadra.albertgreen@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 over forty subject areas. Access Tutor.com through Canvas.

**Copyright Notice:** Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

**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 10am-5pm Monday-Thursday with satellite hours in the University Library Monday-Thursday from 6:00-9:00pm. 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) or by making an appointment via WOnline at: <https://tamuct.mywconline.com/>. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) to schedule an online tutoring session. 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 contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

**University Library:**

The University Library provides many services in support of research across campus and at a distance. They 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.

The 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 their homepage: <https://tamuct.libguides.com/>

**INSTRUCTOR POLICIES**

**Student Participation:**

Student participation is required. We learn from sharing out thoughts, ideas, experiences, and backgrounds while at the same time listening to input from other students. We all come to the classroom with a wealth of knowledge for sharing, and it is vital to maintain a civil classroom environment. Your contribution to class discussions is important and valued.

**Class Attendance:**

Regular attendance is critical to your understanding and mastery of the material, as well as to your understanding of assignment and project requirements. If you must be absent for legitimate reasons, please inform me in advance.

**Make-Up Policy:**

A make-up test can be arranged if the student has a legitimate reason for missing the test and has notified the instructor before the exam has been given to the class (or as soon as possible after the exam in case of an emergency).

**Spelling, Grammar, and Writing Skills for reports:**

The content of all written assignments is what you will be evaluated on, provided that your spelling and grammar does not have major issues. While a few spelling and grammar mistakes

are understandable and will 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 mistakes. Students who proofread their work, use spelling and grammar checking tools, or obtain help from the University Writing Center (described above) should not be affected by this policy.

## **COURSE REQUIREMENTS**

### ***INDIVIDUAL COURSE COMPONENT (600 POINTS)***

#### **Attendance and Contribution to the Class (50 points)**

Students earn points for this component of the class by regularly attending class sessions and 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.

#### **Midterm and Final Examination (2 x 225 points)**

Two examinations will be given throughout the course of the semester. Exams will be composed of multiple choice questions based on chapters studied in class. The instructor may make adjustments to the examinations, depending on the learning pace of the class. Further instructions on how to study for the exams will be provided during class.

### ***GROUP COURSE COMPONENT (400 POINTS)***

*Important Note on Group Assignments:* An important objective of this course is to help you develop your cultural sensitivity and your ability to communicate and collaborate with people of different backgrounds. As your instructor, it is my goal to foster this learning experience by requiring groups to display a high level of diversity. Diversity guidelines for group formation will be given in class. I will not re-assign students to different groups after the initial groups have been formed, however, if any group member feels that another student does not do her or his fair share of work/participation, the following adjustment mechanisms will be available by anonymous request:

*Peer Evaluations Available by Request:* This class includes an important group work component. All members in a group are expected to do their fair share of work. If a group member is not pulling his or her weight in a group project, any other group member can contact me to request that a peer-evaluation be given at the end of the semester for their group. If a group elects to do a peer review, each group member will be asked to 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 members of a group request a peer review, then I will assume that the work was shared fairly, and all students will receive the same grade.

*Firing Policy:* If group members are unable to work together, they have the right to “fire themselves” or fire another group member. You should try to resolve the issue, and seek guidance from me before you fire a fellow student. If this happens, the fired student should select a new country and complete all group assignments by herself or himself. Please consider this as a last resort, as students who do all group work individually will not be able to experience an important learning component of this class.

*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 (jointly worth 200 points). 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. More instructions on each report will be provided in class.

The country research group reports *are not parts of the final country group report*. They are short research projects on your selected country for specific topics that are related to, but not part of your final group project.

### **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 description of your product, a competitor analysis, and an entry strategy). More instructions will be given about the write-up during the semester.

### **Final Country Group Presentation (100 points)**

Each group will present to the class their country group report. Groups will be expected to present slides, and make a professional-level presentation. Each member of the group is expected to present a share of the project to the class. More instructions about the final presentation will be given during the semester.

### SUMMARY OF GRADING CRITERIA

<u>Assessments:</u>	<u>Points:</u>	<u>Percentage:</u>
Attendance and Contribution to the Class	50	5%
Cultural Interview	100	10%
Midterm Examination	225	22.5%
Final Examination	225	22.5%
Country Research Group Reports (CRGR) (2 x 50)	100	10%
Final Country Group Report	200	20%
Final Country Group Presentation	100	10%
<b>Total points:</b>	<b>1000</b>	<b>100%</b>

*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:* I reserve the right to make adjustments to this outline depending on the pace of the class.

Class	Day	Date	Activity	Due
1	Mon	June 4	Course Syllabus, Student Profiles, Class Questions Chapter 1: Globalization	Student Profiles
2	Wed	June 6	Chapter 2: Cross-Cultural Business <i>Guidelines and instructions for the cultural Interview</i>	
3	Mon	June 11	Chapter 3: Political Economy and Ethics	
4	Wed	June 13	Chapter 4: Economic Development of Nations	Cultural Interview
5	Mon	June 18	Chapter 5: International Trade Theory <i>Group formation, country choice, group work instructions</i>	Country/Group choice
6	Wed	June 20	Chapter 6: Political Economy of Trade	
7	Mon	June 25	<b>Midterm Examination – Chapters 1, 2, 3, 4, 5, and 6.</b>	
8	Wed	June 27	Chapter 9: International Financial Market	
9	Mon	July 2	Chapter 11: International Strategy and Organization	Country Research Group Report #1
10	Wed	July 4	Independence day – No class.	
11	Mon	July 9	Chapter 12: Analyzing International Opportunities	
12	Wed	July 11	Chapter 13: Selecting and Managing Entry modes	
13	Mon	July 16	Chapter 14: Developing and Marketing Products	Country Research Group Report #2
14	Wed	July 18	Chapter 16: Hiring and Managing Employees	
15	Mon	July 23	<b>Final Examination – Chapters 9, 11, 12, 13, 14, and 16.</b>	
16	Wed	July 25	<b>Country Project Group Presentations</b>	Final Group Country Report due.