



Introduction to the Global Business Environment

BUSI3344-130 (CRN 0880287)

F2F 16 Week Course

Fall 2019 – 26 August – 13 December

M/W 13.00 – 14.15 Founder's Hall room 313

CONTACT INFORMATION

Instructor: Dr. Anne Sluhan

Office: Founders Hall 2nd Floor, Suite 217

Office Phone: (254) 501-5849

Email: Asluhan@tamuct.edu. *Kindly include "BUSI 3344-130" in the subject line of each email message" so that I can identify your class.*

College of Business Administration Department Information:

POC: Ms. Melanie Mason

COBA Department Main Phone Number: 254-519-5437

COBA Department Main Email: cobainfo@tamuct.edu

COBA Department Main Fax#: 254-501-5825

Office Hours:

Mondays 10.00 – 13.00, Wednesdays 14.30-17.30, and by appointment (f2f, video conference, or phone). I encourage all students to interact with me immediately after class or to schedule a time to ask questions about upcoming assignments, get clarity on course concepts, and/or review your grading status in the course.

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 instruction and assessment.

Student-instructor interaction:

I check emails regularly and endeavor to respond within 24h during week days (48h during weekend and holidays). I can meet F2F, via phone, or online. Occasionally, university meetings or work travel will preempt prompt responses to your message; should this happen I will post a notification on Canvas.

WARRIOR SHIELD

Emergency Warning System for Texas A&M University-Central Texas
Warrior Shield 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 Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) [<https://portal.publicsafetycloud.net/Account/Login>] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, 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.

Note: A student of this institution under no 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.

Course Overview and Description:

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 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.

COURSE REQUIREMENTS AND ASSESSMENTS

INDIVIDUAL COURSE COMPONENTS (500 POINTS)

Attendance and Contribution to the Class (100 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 in Canvas.

Exam 1, Exam 2, and Exam 3 (3 x 100 points)

Three examinations will be given throughout the course of the semester. Exams will be composed of multiple choice questions based on the chapters studied in class. The instructor may make adjustments to the examinations, depending on the learning pace of the class.

GROUP COURSE COMPONENTS (500 POINTS)

Initial Country Research Report (100 points)

The initial country research report is intended to prepare you for the final country report. There will be two broad topics to be researched related to trade and monetary environment, and to international opportunity and market entry. More instructions will be provided in Canvas.

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 (200 points)

Each group will present their country group report first in class and subsequently online. 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 will be provided in class and on Canvas.

Grading Policies/Guidelines

- **Student participation:** We learn from sharing our experience, reflections, and ideas while simultaneously listening to input from others. We all enter the classroom with a wealth of knowledge and it is vital to our learning that we maintain a respectful and civilized classroom. *Your contribution to class discussion is important and valued.*
- **Class attendance:** Regular attendance is critical for 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.
- **Individual Performance:** It is vital that you are active in the course and complete all work in a professional fashion. You are expected to read the chapters as assigned in the syllabus as well as all the relevant supplemental resources that may be found in the Module content folders for that period.
- **Quality Work:** All work submitted for grading must be upper level quality, demonstrating understanding and effort, clear and concise thinking, an appropriate depth of analysis, conveyed in a professional style.
- **Spelling, Grammar, and Writing Skills for reports:** You will be evaluated on the content of all written assignments, provided that your spelling and grammar have no major issues. While a few spelling and grammar mistakes are acceptable 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 needless 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.
- **Submission nomenclature:** Submission titles should follow the following format
StudentLastName_Title_of_the_assignment_
- **Submission Style Requirements:** Submissions will be in accordance with The Publication Manual of the American Psychological Association, 6th ed. *All written work must be submitted utilizing Microsoft Word in either a .doc or .docx format.*
- **Due Dates and Late Submissions:** The assignment instructions and deadlines are clearly laid out in the

syllabus. As such, it is expected that all work will be submitted on time, as timeliness is an important aspect of professional communications and behavior. If you encounter an issue, please let me know before the due date. Late submissions of written assignments will cost -20% of the grade per day.

- **Changes to Syllabus:** This syllabus serves as an instructional and study planning document. Although every effort will be made to maintain the schedule and activities presented herein, it may become necessary to make changes to the syllabus. Changes will be announced in writing as soon as possible.
- **Sundown rule:** Students have one (1) week (from the date the grade is released) to enquire about a grade on any assignment. The exception to this is the last round of assignments, and your Final Letter Grade when inquiries need to be taken care of as soon as possible before grades are submitted to the Registrar in order to resolve any potential issues during the term.
- **Peer evaluation:** Students' involvement in group activities will be evaluated by peers using a mandatory collective Peer Evaluation process. Based on the grade awarded by peers, a student will either receive the full points associated with the team grade on a relevant team assignment or only a portion of the points. Participation in scheduled presentations is mandatory to receive credit.
 - NOTE 1: No later than 24 hours after a peer evaluation due date, any team member may request that the instructor arbitrate team ratings. If arbitration is requested, and conducted, the decision of the instructor will be final. The Peer Evaluation will be submitted with each of the team assignments.
 - NOTE 2: A student "fired" from her/his team in accordance with conditions outlined in the team's charter must complete the remaining team project parts alone with a maximum possible grade capped at 79%. Furthermore, a student fired from a team may not earn points for the Team presentation.
 - NOTE 3: Collective Peer Evaluations are required for each group assignment in order for it to be graded.

Grading Criteria Rubric and Conversion

A grading rubric will be available with the assignment instructions and submission locations in Canvas. Minimum points required for a specific course grade are noted on the table under Grade Computation in the next section. Minimum points required for a specific course grade will NOT be revised for any reason. Students should not expect/request rounding, curving or individual extra credit. There are 1000 grading points available in this class, assigned as follows:

Course Element	Points
Attendance and contribution to the class	100
Cultural Interview	100
Exams 3@100	300
Initial Country Research Report	100
Final Country Group Report	200
Final Country Group Presentation	200
Total Points Possible	<u>1000</u>

POINTS	EQUALS	LETTER GRADE
900-1000	=	A
800-899.99	=	B
700-799.99	=	C
600-699.99	=	D
Below 600	=	F

Posting of Grades

All grades will be posted on the Canvas Grade book and students should monitor their grading status there.

COURSE OUTLINE AND CALENDAR

NB! Exams will be taken in class. Assignments are due on Sundays of a corresponding week by 23.59 unless otherwise specified.

Module	Dates	Topic / Reading	Assignments
Intro	W1 Aug 26- Sept 1	Introduction Ch. 1 - Globalization	<ul style="list-style-type: none"> ✓ Read and review syllabus. ✓ Buy the textbook ✓ Read Ch. 1 & 2
	W2 - Sept 2- 8 <i>*Sept 2 Campus Closed Labor Day</i>		<ul style="list-style-type: none"> ✓ Watch content uploaded on Canvas and comment (in lieu of f2f meeting on 4 September).
1	W3: Sept 9- 15	Ch. 2 - Cross-Cultural business	<ul style="list-style-type: none"> ✓ Read instructions for cultural interview ✓ Find appropriate interviewee, conduct cultural interview, and submit 1-page write-up
	W4: Sept 16- 22	Ch. 3 – Political Economy and Ethics	<ul style="list-style-type: none"> ✓ Cultural interview due
2	W5 Sept 23- 29	Ch. 4 – Economic Development of Nations	
EXAM 1	W6 Sept 30- Oct 6	Exam 1 covers Modules 1 & 2.	<ul style="list-style-type: none"> ✓ Initial Country Research Report due by Oct 6
	W7 Oct 7- 13	Ch. 5 – International Trade Theory	
3	W8 Oct 14- 20	Ch. 6 – Political Economy of Trade	
	W9 Oct 21- 27	Ch. 8 – Regional Economic Integration	
4	W10 Oct 28- Nov 3	Ch. 10 – International Monetary System Ch. 9 – International Financial Markets	
EXAM 2	W11 Nov 4- 10	Exam 2 covers modules 3 & 4.	
5	W12 Nov 11- 17 <i>*Nov 11 Campus Closed Veteran's Day</i>	Ch. 11 – International Strategy and Organization	
	W 13 Nov 18- 24	Ch. 12 – Analyzing International Opportunities Ch. 13 – Selecting and Managing Entry Modes	
6	W 14 Nov 25- Dec 1 <i>*Nov 28-29 Thanksgiving</i>	Ch. 14 – Developing and Marketing Products Ch. 16 – Hiring and Managing Employees.	
	W15 Dec 2- 8		<ul style="list-style-type: none"> ✓ Submit Final Written Group Country Report ✓ Class presentations ✓ Upload modified group presentation to Canvas by 8 Dec at 18.00
EXAM 3	W16 Dec 9- 13	Exam 3 covers modules 5 & 6.	

This course schedule is subject to change at the discretion of the Instructor. Should it change, a new Syllabus with different date in the footer will be published on the course web site and students will be notified of the change.

Important University Dates:

August 26, 2019	Classes Begin for Fall Semester
August 26, 2019	Add, Drop, and Late Registration Begins for 16- and First 8-week Classes \$25 Fee assessed for late registrants
August 28, 2019	Deadline for Add, Drop, and Late Registration for 16- and First 8-week
September 2, 2019	Labor Day (University Closed)
September 3, 2019	Deadline to Drop First 8-week Classes with No Record
September 11, 2019	Deadline to drop 16-week Classes with No Record
October 1, 2019	Deadline for Teacher Education and Professional Certification Applications
October 4, 2019	Deadline to Drop First 8-week Classes with a Quit (Q) or Withdraw (W)
October 15, 2019	Deadline for Clinical Teaching/Practicum Applications
October 18, 2018	Classes End for First 8-week Session
October 18, 2019	Deadline to Withdraw from University for First 8-Week Classes (WF)
October 21, 2019	Add, Drop, and Late Registration Begins for Second 8-Week Classes \$25 Fee assessed for late registrants
October 21, 2019	Classes Begin for Second 8-Week Session
October 21, 2019	Class Schedule Published for Spring Semester
October 22, 2019	Deadline for Faculty Submission of First 8-Week Class Final Grades (due by 3pm)
October 23, 2019	Deadline for Add, Drop, and Late Registration for Second 8-Week Classes
October 25, 2019	Deadline for Graduation Application for Ceremony Participation
October 28, 2019	Deadline to Drop Second 8-Week Classes with No Record
November 4, 2019	Registration Opens for Spring Semester
November 8, 2019	Deadline to Drop 16-Week Classes with a Quit (Q) or Withdraw (W)
November 11, 2019	Veteran's Day (University Closed)
November 28-29, 2019	Thanksgiving (University Closed)
November 29, 2019	Deadline to Drop Second 8-Week Classes with a Quit (Q) or Withdraw (W)
December 13, 2019	Deadline for Applications for Tuition Rebate for Fall Graduation (5pm)
December 13, 2019	Deadline for Degree Conferral Applications to the Registrar's Office \$20 Late Application Fee
December 13, 2019	Deadline to Withdraw from University for 16- and Second 8-Week Classes
December 13, 2019	Fall Semester Ends
December 13, 2019	Fall Commencement Ceremony
December 17, 2019	Deadline for Faculty Submission of 16-Week and Second 8-Week Final Class Grades (due by 3pm)
December 23, 2019 - January 1, 2020	Winter Break (University Closed)

TECHNOLOGY REQUIREMENTS AND SUPPORT

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com>].

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

Password: Your MyCT password

Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Other Technology Support

For log-in problems, 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): [http://hdc.tamu.edu]

Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy

If you discover that you need to drop this class, you must 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 Academic 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 -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.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html), [https://www.tamuct.edu/student-affairs/student-conduct.html].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Academic Accommodations

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 a barrier-free education. The Office 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 Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

Important information for Pregnant and/or Parenting Students

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related 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. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, please visit the website [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 Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

Tutoring

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. Tutor.com tutoring will not offer writing support beginning August 1, 2019, but will continue to offer other tutoring support.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at deeadra.albertgreen@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

University Writing Center

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University—Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

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 UWC is here to help!

Students may arrange a one-to-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](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

University Library

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 85,000 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 A&M-Central Texas 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 24 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 A&M-Central Texas 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 [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

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) [https://www.tamuct.edu/departments/compliance/titleix.php].

Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting behaviors that pose a threat to safety, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](#) website for more information

[<https://www.tamuct.edu/student-affairs/bat.html>]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

Copyright Notice.

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