



BUSI 3344-140, 80533, Global Business
Fall 2019 Semester: August 26 – December 13, 2019
Tuesday & Thursday, 1:25pm, Rellis Schwartz Building

INSTRUCTOR and CONTACT INFORMATION

Instructor: Dr. David Geigle

Email: geigle@tamuct.edu

Office Hours: By appointment

Mode of Instruction and Course Access

This course meets face-to-face. However, you will be using the A&M Central Texas Canvas Learning Management System for accessing resource materials and submitting assignments. [https://tamuct.instructure.com].

Student - Instructor Interaction

I check emails daily during weekdays and will normally respond to your message within 24 hours.

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

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.

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 topics, such as 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 the competitiveness of an international business will be examined.

Student Learning Outcomes: At the conclusion of the course the student should be able to:

1. Develop cross-cultural sensitivity to interact with individuals from different cultures in a business setting.
2. Analyze the cultural, legal, political, and economic forces of international business environment.

3. Understand specific trade and investment theories.
4. Understand the impact of government intervention and trade agreements on global business decisions.
5. Explain the reasons and methods of entering international business through foreign markets and through domestic import/export markets.
6. Select appropriate entry modes and business organization models to match strategic international business marketing and/or production objectives.
7. Apply basic marketing, management, and human resource principles to doing business in various countries.

Required Reading and Textbook

International Business: The Challenges of Globalization, 8/E
Authors: John J. Wild & Kenneth J. Wild
Publisher: Pearson
ISBN: 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.

COURSE REQUIREMENTS

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

Cultural Interview: A cultural interview is conducted with a person who has a different nationality from yours and documented in a 1 page, 12-font report, single-spaced with double spacing between paragraphs. See Appendix A for detailed requirements.

Research Reports One & Two:

Select a foreign country to research. Then, select a product or service and research the challenges and opportunities of introducing your product into the country. Submit two research reports discussing your findings.

Appendix B contains the required research report questions. First, write the question in bold. Then, answer the question in your own words based on your research. Be sure to include a list of your references and cite your references within the body of the text in APA format. Length should be 5 pages, single spaced, 12 pt. font.

Country Project - Written:

For this project you may work individually or as a team of 2, 3, or 4 members - your choice.

You will select a foreign country to research including the political, economic, legal, cultural, trade, and monetary environment. In addition, you will select a product or service and describe the challenges and opportunities of introducing your product into the country and provide relevant guidelines for a successful international business venture based on your research about the country.

The report needs to have 7 pages of single-spaced content with 11 or 12-point font. In addition to the 7 pages of single-spaced content, you need to include a cover page, table of contents, list of references, and other pages as needed. All references should be properly cited using the American Psychological Association (APA) format.

See appendix C for the Country Project format.

Country Project - PowerPoint Presentation

Prepare a PowerPoint presentation convincing your management why they should be doing business in your chosen country. Describe why you recommended your product choice and how you will make it a success in your chosen country.

Extra Credit Case Study.

An extra credit case study is available for a maximum of 50 extra credit points. The case study should be two pages in length, single spaced (three pages including the cover sheet). Your analysis and write-up should use the following outline:

Page 1	Page 2
I. Summary of case facts	III. Alternative solutions
•	•
•	•
•	•
•	IV. Recommendation
	•
II. Statement of problem	•
•	•
•	V. Implementation
	•
	•
	•

VeriCite plagiarism checker

Canvas uses the VeriCite plagiarism checker. Be sure to review your VeriCite report and fix any problems with plagiarism before each of your submissions on their due dates.

Late Assignments will be reduced by 10% per day (weekend days are included).

Grading Criteria

Grades will be calculated as follows:

Cultural Interview	100
Exams (3 @ 100 points each)	300
Research Report Questions 1	100
Research Report Questions 2	100
Country Project – Written	200
Country Project – PowerPoint Presentation	<u>100</u>
	900 Points

Final grades will be calculated using a traditional scale (810+ = A, 720+ = B, 630+ = C, 540+ = D, less than 540 points = F).

All scores will be posted in Canvas.

COURSE OUTLINE AND CALENDAR

Week	Activity	Subject	Assignments Due	Due Date
1	Chapter 1	Course Syllabus Globalization		
2	Chapter 2	Cross-cultural Business		
3	Chapter 3	Political Economy and Ethics	Cultural Interview	10 September
4	Chapter 4	Economic Development of Nations		
5	EXAM # 1	Chapters 1-4	Exam	24 September
6	Chapter 5 Chapter 6	International Trade Theory Political Economy of Trade		
7	Chapter 9 Chapter 10	International Financial Markets International Monetary System	Research Report One Questions	8 October
8	Chapter 16	Hiring and Managing Employees		
9	EXAM # 2	Chapters 5, 6, 9, 10, 16	Exam	22 October
10	Chapter 11 Chapter 12	International Strategy and Organization Analyzing International Opportunities		
11	Chapter 13	Selecting and Managing Entry Modes	Research Report Two Questions	5 November
12	Chapter 14	Developing and Marketing Products		
13	Chapter 15	Managing International Operations		
14	-EXAM # 3	-Chapters 11-15	-Exam	26 November
	-Thanksgiving	-Thanksgiving	-Thanksgiving	28 November
15	Country Project	Country Project	Country Project, Written Country Project, Presentation	5 December
16			Extra Credit	10 December

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

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

Technology Requirements

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/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email 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](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

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 [WCOOnline](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].

Appendix A, Cultural Interview

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 1-page long, single-spaced, 12-font, free of major spelling/grammar mistakes, and cover all parts provided in the Cultural Interview Summary Outline.

Cultural interview tips:

Start by reflecting on your own background and past experience to identify your own cultural identity. Note that some of you may have a different cultural heritage from American culture, and some of you were born and raised in a foreign country so think about which culture influences your values and beliefs the most. Then, ask your interviewee to identify his or her national culture. Do your homework and read about the national cultural differences before you conduct the interview.

How to find an interviewee?

If you do not have any suitable person among your friends, family, or other acquaintances, you can also find your interviewee through the international student association on campus or an ESL program at the community college. Alternatively, you may also consider reaching out to a foreigner through a social network.

Interview Summary Outline

1. Clearly identify your own cultural background as the basis of cultural comparison. Provide a brief introduction of how you met the interviewee and the interviewee's demographic information, such as age, education, family, or occupation.
2. Describe at least two major similarities and differences between your own culture and his/her culture. The similarities and differences can be, for example, in diet, attire, etiquette, government, education system, family structure, tradition, etc.
3. Applying Hofstede's cultural framework, describe where your interviewee stands on each Hofstede cultural trait. As follows: Individualism versus Collectivism, Power Distance, Uncertainty Avoidance, Masculinity versus Femininity, Long-term Orientation, and Indulgence versus restraint. The interpretation of each dimension should incorporate supporting evidence based on what you learn from the interviewee's culture during the interview (Use page 64-66 of your book to make your assessment).

Note: simply listing each dimension based on external sources is not enough.

4. Handling cultural differences at work or while conducting business: If you were to interact with your interviewee in the workplace on a regular basis, what specific recommendations would you make for handling cultural differences? Provide at least two substantive recommendations based on the interview experience.

Sample Interview Questions

1. What should I know of your country'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. According to you, what is the most commonly held misconception about people of your culture?
16. What is the best/worst thing about living in the USA?
17. Is there anything else you'd like to share?

Appendix B, Research Report One & Two Questions

Answer each of the following questions. First, write the question in bold. Then, answer the question in your own words based on your research. Be sure to include a list of your references and cite your references within the body of the text in APA format. Length should be 5 pages, single spaced, 12 pt. font.

Report One Questions

1. Analyze the importance of international trade for the country of your choice (consider balance of trade, international trade-to GDP ratio)
2. What products does the country export and import?
3. Who are major international trade partners? Consider exports and imports separately.
4. Is there a concerted effort from the government to promote exports to stimulate the economy? Are there any trading policies favorable for American investors?
5. Where is the country's financial center located? (city or cities) Does the country has its own stock exchange? If yes, how has it performed for the past 3 years?
6. Analyze the country's monetary system? (e.g., inflation, local currency exchange rate compared to USD and Euro). Is the currency gaining or losing value relative to the USD? Are there any restrictions on the exchange of the nation's currency?

Report Two Questions

1. What are the major challenges faced by American investors when doing business in the country? Discuss at least two challenges for each of the following forces (Cf. pages 300-303):
 - a. Cultural forces
 - b. Political/legal forces
 - c. Economic/financial forces
 - d. Other relevant forces
2. What factors in the country constitute major opportunities for American investors? Identify at least 3 opportunities that can be ceased/ capitalized on by an American investor (for example, consider problems requiring solutions, unsatisfied or evolving demand, other relevant trends related to the population, way of life, etc.)
3. Propose a separate product/service for each of the top 3 opportunities identified in the country's market. What entry mode would be suitable for each of them and why?
4. Select a product/service among those explained in #3 and justify why it represents a better opportunity compared to the other 2. Build a clear and logical argument explaining your choice including, in particular, the market-potential indicators to estimate the market demand for the product/service.
5. Who are the current major competitors in the country? What advantages does the company producing this product/service have to compete with these major players in the country?

Appendix C, Country Project Format

The report needs to have 7 pages of single-spaced content with 11 or 12-point font. In addition to the 7 pages of single-spaced content, you need to include a cover page, table of contents, list of references, and other pages as needed. All references should be properly cited using the American Psychological Association (APA) format.

1. Cover Page

2. Table of Contents

3. Executive Summary

4. Country analysis:

- A. Political Environment (political system, political risks for foreign firms)
- B. Legal Environment (legal system, legal risks for foreign firms)
- C. Economic Environment (economic system, economic stability/risk, monetary system)
- D. Trade Environment (major imports, regional economic integration, tariff and trade barriers, government incentives for conducting business there)
- E. Cultural Environment (discuss major cultural components and highlight differences with the United States, provide cultural dimensions' assessment with supporting examples)

5. Proposed plan for new product entry:

- A. Outline the challenges and opportunities for doing business in your country in general and for U.S. firms in particular.
- B. Propose an American product to enter your country based on your analysis in 3A and justify why it represents a good business opportunity and meets the demand of the host market. Build a clear and logical argument explaining your choice including the market-potential indicators to estimate the market demand for the product/service.
- C. Analyze the local competition for the selected product (industry structure, major players local and foreign already present). Discuss the advantages that your focal/selected company producing this product/service has to compete with existing market players in the country.
- D. Entry strategy:
 - (1) Select an appropriate entry mode for the proposed product (e.g., exporting, licensing, JV, etc.). Explain why you believe this entry mode is adequate. Discuss some of the risks and disadvantages linked to this entry mode.
 - (2) Identify appropriate distribution channels for your product
 - (3) Identify appropriate promotion methods
 - (4) Other relevant consideration: e.g. HR / staffing if decided to manufacture locally.

Note: be specific in providing real potential business partners and identifying major outlets and players for distribution and promotion in addition to clearly stating your choices and using theoretical concepts from the textbook. Your recommendations should be actionable.

7. Appendices if needed

8. List of References