



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS

BUSI 3344.110 – CRN 10225 – Global Business Environment (Face-to-Face)
Spring 2019: Jan 14 to May 10, 2019
Tue/Thu 11:30pm-12:45pm; Founder’s Hall 208

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Dr. Vivien Jancenelle
Office: Founder’s Hall 318C
Phone: (254) 519 5425
Email: 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: Tuesdays, from 11:05am to 11:25am and from 12:50pm to 1:15pm.
Thursdays, from 11:05am to 11:25am and 12:50pm to 5:50 pm.

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) [<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

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, POLICIES, AND DATES

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). The instructor reserves the right to use appropriate tools—such as *turnitin.com* reports or similar software—to identify plagiarism.

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) 501-5836. 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.

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 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.

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/>

Important University Dates:

- 1/14/2019 Add, Drop, and Late Registration Begins for 16- and First 8-Week. \$25 fee assessed for late registrants.
- 1/14/2019 Classes Begin for Spring Semester
- 1/16/2019 Deadline for Add, Drop, and Late Registration for 16- and First 8-Week Classes
- 1/21/2019 Martin L. King Jr. Day (University Closed)
- 1/22/2019 Deadline to Drop First 8-Week Classes with No Record
- 1/30/2019 Deadline to Drop 16-Week Classes with No Record
- 2/22/2019 Student End of Course Survey Opens (First 8-Week Classes)
- 2/22/2019 Deadline to Drop First 8-Week Classes with a Quit (Q) or Withdraw (W)
- 3/1/2019 Deadline for Graduation Application for Spring Ceremony Participation
- 3/1/2019 Deadline for Teacher Education and Professional Certification Applications (i.e. Principal, Reading Specialist, etc.)
- 3/8/2019 Classes End for First 8-Week Session
- 3/8/2019 Deadline for Spring Admissions Applications
- 3/10/2019 Student End of Course Survey Closes (First 8-Week Classes)
- 3/11/2019 Spring Break – No Class (University Open)

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- 3/11/2019 Deadline for Faculty Submission of First 8-Week Final Class Grades (due by 3pm)
- 3/13/2019 Spring Break – No Class (University Open)
- 3/14/2019 Spring Break – No Class (University Open)
- 3/15/2019 Deadline for Tuition and Fee Payments (Second 8-Week Classes)
- 3/15/2019 Deadline for Clinical Teaching Applications
- 3/15/2019 Spring Break – No Class (University Open)
- 3/18/2019 Add, Drop, and Late Registration Begins for Second 8-Week Classes. \$25 fee assessed for late registrants.
- 3/18/2019 Classes Begin for Second 8-Week Session
- 3/20/2019 Deadline for Add, Drop, and Late Registration for Second 8-Week Classes
- 3/25/2019 Deadline to Drop Second 8-Week Classes with No Record
- 4/1/2019 Deadline for GRE/GMAT Scores to Office of Graduate Studies
- 4/5/2019 Deadline to Drop 16-Week Classes with a Quit (Q) or Withdraw (W)
- 4/12/2019 Deadline for Final Committee-Edited Theses with Committee Approval Signatures to Office of Graduate Studies for Spring Semester
- 4/26/2019 Student End of Course Survey Opens (16- and Second 8-Week Classes)
- 4/26/2019 Deadline to Drop Second 8-Week Classes with a Quit (Q) or Withdraw (W)
- 5/10/2019 Deadline for Applications for \$1,000 Tuition Rebate for Spring Graduation (5pm)
- 5/10/2019 Deadline for Degree Conferral Applications to the Registrar's Office. \$20 Late Application Fee.
- 5/10/2019 Deadline to Withdraw from the University for 16- and Second 8-Week Classes
- 5/10/2019 Spring Semester Ends
- 5/11/2019 Commencement Ceremony Bell County Expo Center 7:00 p.m.
- 5/12/2019 Student End of Course Survey Closes (16- and Second 8-Week Classes)
- 5/14/2019 Deadline for Faculty Submission of 16-Week and Second 8-Week Final Class Grades (due by 3pm)
- 5/14/2019 Deadline for Thesis to Clear Thesis Office for Spring Semester

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. Class attendance is required in this face-to-face to course.

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 classes and participating adequately in class sessions.

Cultural Interview Report (100 points)

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

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

Three examinations will be given 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 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. 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%
Exam 1	150	15%
Exam 2	150	15%
Exam 3	150	15%
Country Research Group Reports (CRGR) (2 x 50)	100	10%
Final Country Group Report	200	20%
Final Country Group Presentation	100	10%
Total points:	1000	100%

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	Date	Activity	Due
1	Tue, Jan 15	Course Syllabus, Student Profiles, Class Questions	Student Profiles
2	Thu, Jan 17	Ch. 1: Globalization	
3	Tue, Jan 22	Ch. 1: Globalization (cont'd) <i>Instructions for group project, group formation & country choice – Attendance required.</i>	
4	Thu, Jan 24	Ch. 2: Cross-Cultural Business	
5	Tue, Jan 29	Ch. 2: Cross-Cultural Business (cont'd) <i>Guidelines and instructions for the Cultural Interview</i>	
6	Thu, Jan 31	Ch. 3: Political Economy and Ethics	
7	Tue, Feb 5	Ch. 3: Political Economy and Ethics (cont'd)	
8	Thu, Feb 7	Ch. 4: Economic Development of Nations	
9	Tue, Feb 12	Ch. 4: Economic Development of Nations (cont'd)	Cultural Interview
10	Thu, Feb 14	Exam 1 – Chapters 1, 2, 3, and 4.	
11	Tue, Feb 19	Ch. 5: International Trade Theory	
12	Thu, Feb 21	Ch. 5: International Trade Theory (cont'd)	
13	Tue, Feb 26	Ch. 6: Political Economy of Trade	
14	Thu, Feb 28	Ch. 6: Political Economy of Trade (cont'd)	
15	Tue, Mar 5	Ch. 9: International Financial Market	
16	Thu, Mar 7	Ch. 9: International Financial Market (cont'd)	
		Spring break (from 3/11 to 3/15)	
17	Tue, Mar 19	Ch. 11: International Strategy	
18	Thu, Mar 21	Ch. 11: International Strategy (cont'd)	Country Research Group Report #1
19	Tue, Mar 26	Exam 2 – Chapters 5, 6, 9, 11.	
20	Thu, Mar 28	No Class / Time for group project (Professor conference)	
21	Tue, Apr 2	Ch. 12: Analyzing Intl Opportunities	
22	Thu, Apr 4	Ch. 12: Analyzing Intl Opportunities (cont'd)	
23	Tue, Apr 9	Ch. 13: Selecting and Managing Entry	
24	Thu, Apr 11	Ch. 13: Selecting and Managing Entry (cont'd)	
25	Tue, Apr 16	Ch. 14: Developing and Marketing Products	
26	Thu, Apr 18	Ch. 14: Developing and Marketing Products (cont'd)	Country Research Group Report #2
27	Tue, Apr 23	Ch. 16: Hiring and Managing Employees	
28	Thu, Apr 25	Ch. 16: Hiring and Managing Employees (cont'd)	
29	Tue, Apr 30	Exam 3 – Chapters 12, 13, 14, and 16.	
30	Thu, May 2	Country Project Group Presentations	Final Group Country Report due.
31	Tue, May 7	Country Project Group Presentations	
32	Thu, May 9	Country Project Group Presentations	