

Texas A&M University-Texarkana  
International Business  
GB 440.01W  
Syllabus and Assignments  
Web class Fall 2010

Professor: Ken Howard, Ph. D.

Office: None

Phone: Home phone (903)-667-7915

Email address Ken.Howard@tamut.edu.

Students are encouraged to call the professor at home.

Office Hours: By appointment

Course Number GB 440

Course Title International Business

Catalog Desc. This course provides an interdisciplinary business background for understanding the growing commercial and economic interdependence among nations and the complexities of doing business across national boundaries.

Text: International Business, Ball, McCulloch, Frantz, Geringer and Minor, McGraw-Hill, 12th ed ISBN 978-0-07-731883-3 Editions 10 and 11 are also permitted. They may be ordered online.

Course Learning Objectives:

The scope of international business and marketing.

- 1) How to become involved in international business.
- 2) The history of world trade
- 3) The balance-of-trade (and payments), protectionism, trade barriers, and the World Trade Organization.
- 4) Importance of geography and history understanding world trade.
- 5) The role and importance of natural resources, population, and culture and its effect on international markets.
- 6) The importance of language and culture in international trade
- 7) Unique country problems in international business and especially in marketing.
- 8) Obstacles to international business transactions
- 9) The political environment for foreign investments and means of protecting them.
- 10) The international legal environment
- 11) International market research
- 12) Emerging markets and political/economic changes
- 13) Multinational-economic unions (EC, Eastern Europe, Latin America, and the Asian Pacific Rim)
- 14) Export/Import trade
- 15) Development of global marketing strategies
- 16) Developing consumer and industrial products/services for international trade.
- 17) International distribution- the channels and patterns
- 18) Global advertising and promotion
- 19) Relationship marketing and selling cross-culturally.
- 20) Pricing in international markets
- 21) International finance.
- 22) Logistics in international trade.

## BBA Learning Goals:

At the completion of your degree our BBA graduates should be proficient in the following areas:

Goal 1: Our graduates will be competent in the broad business disciplines that underlie the BBA degree.

Goal 2: Our graduates will be competent in the discipline of their chosen major or concentration.

Goal 3: Our graduates will demonstrate critical thinking skills.

Goal 4: Our graduates will be able to communicate effectively in writing and in front of a group.

Goal 5: Our graduates will be competent in the use of analytical tools via business software tools.

Goal 6: Our graduates will be able to properly integrate business disciplines in developing holistic, multi-functional solutions.

Goal 7: Our graduates will be able to correctly analyze financial statements.

## Course requirements: NOTE PLEASE READ AND FOLLOW THESE INSTRUCTIONS.

Students are required to complete the assignments as listed below, submitting the work via e-mail to Dr. Howard at Ken.Howard@tamut.edu in MsWord or RTF **ONLY** for review and grading. Each assignment thus submitted must have the student name and assignment NUMBER as the subject of the emailed paper. I need this information keep the system organized. PLEASE OBSERVE. You must also put your name, course number and assignment number on each submission and it is imperative that you submit only one document per assignment. That means you must put all your work in one MsWord document. Do not send an assignment piecemeal.

**Each week**, you are to find one article on International Trade, etc and summarize it in not more than 500 words. DO NOT COPY AND PASTE. SUMMARIZE. SEND THE ARTICLE REVIEW WITH YOUR OTHER ASSIGNMENTS, IDENTIFYING EACH CORRECTLY. Your work will be checked to determine if it is a straight copy... you must read the article then tell me in a limited number of words what it says.

Assignments must have the following in the subject line on the emails.

GB 440

Student name

Assignment number One, Two, Three, etc...

Inside the attachment you must identify the particular item...Article One, Quiz Ppt 2, etc and PUT YOUR NAME ON YOUR WORK:

IF YOU SUBMIT YOUR WORK FROM TAMUT WEBCT YOU MUST PUT YOUR ACTUAL RETURN EMAIL ADDRESS BECAUSE I CAN'T COMMUNICATE THROUGH WEBCT TO YOU.

It is imperative that the work schedule be maintained because timeliness will be recorded. Late work may be penalized, as indicated below in the grading system. Since there is a lot of work, once behind, it will be very difficult to catch up.

Work procedure: Read the chapter assigned, view the POWER POINTS and answer the quiz at the end of the chapter POWER POINTS. Include your answers to the POWER POINTS quizzes with the assignment at the end of the chapter. Identify each element of work separately. Put the Power Point quizzes at the first of the work that you submit for each chapter.

*Put all of your work for one assignment on one attachment, not separately.*

Schedule of Work:

Assignment

<u>Number</u>	<u>Material and Assignment</u>	<u>Due Date</u>
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One	Chapter 1 Read the material and become familiar with it View the PowerPoints and answer the quiz at the end of chapter one. Email your professor with any questions concerning the conduct of the course. Do the PowerPoint quiz only at the end of chapter One. Chapter 2, answer questions 3,5,6,8 and 10 at the end of the chapter. Also complete the quiz at the end of the PowerPoint for chapter 2. No article until next week.	
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Work due by Sept 13

Two	Chapter 3 Answer all the questions, write descriptions of the key words. Do the PowerPoint quiz	
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Chapter 4 Write descriptions of all the key words and write a two page paper on the major organizations in the U. N. and other international organizations whose purpose is to facilitate international trade. Be sure and include in your discussion the World Trade Organization.

Remember your article

Work due by Sept 20

Three	Chapter. 5 Write a three page paper on the differences between some other culture and your own here in the U S. Do the PowerPoint quiz. For this week also do chapter 6. At the end of the chapter write a description of all the key words and answer questions 1,6 and7	
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Remember your article

Work due Sept 27

Four	Chapter 7 At the end of Chapter 7 write a description of all the key words and complete questions 2, 5 6 and7 at the end of the chapter. Don't forget to do the PowerPoints and quizzes at the end.	
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Work due Oct 4

Take test one for chapters 1-7 in the testing center by Oct 11

Remember your article

Five Chapter 8 Write a five page paper on a the socioeconomic forces on a particular country that would affect its trade with other nations. This can include geography, resources, religion, ethnicity and other similar subjects. Do not copy and paste... write your original work. No other work due for chapter 8.

Don't bother about the article this week.

Work due Oct 11

Six Chapters 9 and 10 At the end of the chapters, write a description of all the key words and PowerPoint quizzes at the end of the chapters.

Remember your article

Work due by Oct 18

Seven Chapter 11: Write a one page paper on the contributions that labor unions have made to the movement of U S jobs overseas...(Interview a union member maybe?)  
Write a two page paper for Chapter 12 on the differences between competitive strategy in the U S and another country of your choice. Remember to do the PowerPoint quizzes.

Remember your article

Work due by Oct 25

Eight Chapters 13, 14. For each chapter write the descriptions of the key words at the end of the chapter. Also for chapter 14, write a short paper on the topic of how to assess and analyze international markets.

Take test two on chapters 8-14... complete by Nov 8

Remember your article

Work due by Nov 1

Nine Chapter 15. Take a product and a country of your choice and write a 2 page paper how you would enter the international market with your product.

Chapter 16. Research the countries that Mexico trades with and the products that are imported and exported.

Remember your article

Work due by Nov 8

Ten For Chapter 17, research and relate some of the major historic errors in marketing internationally. The internet should be a good source, as well as the library.

For Chapter 18, Write descriptions to the key words at the end of the chapter.

Remember your article

Work due by Nov 15

The week of Nov 22 is a holiday. No work is due...

Eleven Chapter 18. Describe "global sourcing" and explain why companies do it. What are the effects for both countries? Who benefits the most? Remember the U S experience with China..comment on it.

For Chapter 19. Write a 3 page paper on the problems that expatriates and their families encounter (people who move to another country to work) and how these problems may be over come.

Remember your article

Work due by Nov 29

Twelve For chapter 20. Write a 2 page paper on the problems the international accountant has to contend with... remember currency controls, currency instability, etc.

No more articles

Work due by Dec 6

No more assignments.... Take the time to review for the final exam. The exam should be in the testing center before Dec 1 so you can select the time you want to take it..

TAKE THE FINAL EXAM COVERING CHAPTERS 15-21 BY THE TIME THE TESTING CENTER CLOSES ON December 10th (You might want to check with the testing center to see what their hours are)

*It is expected that all work will represent original effort.*

Course requirements:

Students should prepare the assigned material on time and will be penalized as indicated below for late work.. Tests will be administered in the testing center at TAMU-T.

Students who cannot come to Texarkana must submit an alternate testing center, or other facility that can administer the tests. The tests will then be sent to that facility and administered by the approved representative and returned to the professor. Members of the military may designate an officer that can administer the test.

Preparing for the test: As a convenience to you in preparing for the tests, I am providing you with sample test questions. Since the questions cover about all the questions that can be asked on the chapters, you will probably get in one form or the other sufficient practice to help you immensely on the test. BE SURE THAT YOU TAKE ADVANTAGE OF THIS BEFORE THE FIRST TEST. THE TESTS ARE HARD AND LONG... SO BE PREPARED.

Grading: Grading will be based largely on the adequate preparation of the weekly assignments.

Weekly assignments will be graded as acceptable or unacceptable. Unacceptable assignments will be returned to the student with comments and given the chance to review their work and re-submit it. The assignment will be acceptable if no communication comes from the professor. Sorry that it is so difficult to respond to all the emails...it would be close to not more than a thousand. Remember, to communicate with me, use my TAMUT address... Ken.Howard@tamut.edu.

Weekly assignments 20 points per assignment (12X20=240points possible) 5 Points may be counted off for each assignment submitted more than 2 days late....These will be graded only as acceptable or unacceptable. The student will be advised only when the work does not meet standards. Work should be written in clear, concise language and must speak to the question.

Exams 100 points each X 3 tests =300 possible points on tests.

Thus, the total possible points equals 540

A=90-100

B= 80-89

C=70-79

D=60-69

<60= Failure

**Accommodations:** Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062.

Email: Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.