

# Texas A&M University – Texarkana

## GBUS440.01E – International Business

### Course Syllabus – Spring 2011

Instructor	Charles L. McDonald, Jr., Ph.D.	
Office	Room 216N	
Office Hours	Mondays: 9:00 – 11:30 and 12:30 – 3:30, Thursdays: 9:00 – 11:30 with other times by appointment	
Phone	(903) 223-3009	
Class Times	Thursdays 12:00 – 2:30	
E-mail	Charles.McDonald@tamut.edu	
Course Number	GBUS440.01E	
Course Title	International Business	
Catalog Description	Designed to allow students to explore the objectives and strategies of international business in the context of global competition. Topics address competitive advantage, competitive strategies, alternative modes of market entry, including import and export through intermediaries, contracting with suppliers and distributors, and foreign direct investment. Case studies are used illustrate the basic principles of multinational business management and strategy. Study of concepts enhanced via Global Challenge Simulation.	
Text	International Business: The Challenge of Global Competition w/ CESIM Access Card, 12th Edition by Ball, Geringer, Minor, & McNett. McGraw-Hill ISBN: 9780077318833	
Course Objectives	<p>This course presents an opportunity for students to address questions concerning business in different cultures, the impact of geography, why products are the same (or different) across cultures, why people have different practices, and how the Internet affects international business.</p> <p>Students will study the nature of international business and the three environments in which it is conducted as well as the nature and continuing importance of international institutions and how they affect business.</p>	
Course Assessment	Student's learning will be assessed by quiz scores, exam scores, and a case study.	
Tentative Schedule	Meeting 1 Meeting 2 Meeting 3 Meeting 4 Meeting 5 Meeting 6 Meeting 7 Meeting 8	Introduction & methodology Topics and cases from chapters 1 & 2 Topics and cases from chapters 3 & 4 Topics and cases from chapters 5 - 7 Topics and cases from chapters 8 - 11 Topics and cases from chapters 12 - 14 Topics and cases from chapters 15 - 17 Topics and cases from chapters 18 - 20

Exams & Quizzes	<p>All exams and quizzes are offered online via the publisher's site. There are 3 module exams and 20 chapter quizzes offered during this course.</p> <ul style="list-style-type: none"> <li>• Each exam will be offered in a 50 question multiple-choice format with a one take, 60-minute time limit.</li> <li>• Without exception, exams that are not taken prior to their respective deadline will be graded as a zero (0)</li> </ul> <p>The 20-question chapter quizzes (multiple choice and true/false format) are scheduled, timed, and graded by the publisher's site. Each of these quizzes allows only one take with a 30-minute time limit. Students may see their score and review each question immediately after taking a quiz. Some of the quiz questions will be reused on exams.</p> <p>To address student's issues with transportation, sickness, work schedule, etc., the lowest quiz score (one quiz) will be dropped before grades are calculated.</p>
Disability Accommodations	Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062.
A&M-Texarkana Email Address	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.
Academic Integrity	Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of 'F' in the course and/or disciplinary actions. For additional information, see the university catalog.

Grading	<table border="1" data-bbox="532 153 1318 359"><thead><tr><th>Factors</th><th>Points</th></tr></thead><tbody><tr><td>3 exams (100 points each)</td><td>300</td></tr><tr><td>Case study</td><td>100</td></tr><tr><td>Average quiz score</td><td>100</td></tr><tr><td>Total Points</td><td>500</td></tr></tbody></table> <p data-bbox="456 394 1295 428">There are not any “extra credit” assignments on this course.</p> <p data-bbox="456 468 760 501">Grade Determination:</p> <table border="1" data-bbox="537 539 1313 745"><tbody><tr><td>A</td><td>greater than or equal to 450 points</td></tr><tr><td>B</td><td>greater than or equal to 400 points</td></tr><tr><td>C</td><td>greater than or equal to 350 points</td></tr><tr><td>D</td><td>greater than or equal to 300 points</td></tr><tr><td>F</td><td>less than 300 points</td></tr></tbody></table>	Factors	Points	3 exams (100 points each)	300	Case study	100	Average quiz score	100	Total Points	500	A	greater than or equal to 450 points	B	greater than or equal to 400 points	C	greater than or equal to 350 points	D	greater than or equal to 300 points	F	less than 300 points
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BBA Program Goals	<p data-bbox="456 768 1446 837">At the completion of the BBA program, students should have achieved these goals:</p> <ul data-bbox="505 879 1523 1367" style="list-style-type: none"><li>• Goal 1: Our graduates will be competent in the broad business disciplines that underlie the BBA degree.</li><li>• Goal 2: Our graduates will be competent in the discipline of their chosen major or concentration.</li><li>• Goal 3: Our graduates will demonstrate critical thinking skills.</li><li>• Goal 4: Our graduates will be able to communicate effectively in writing and in front of a group.</li><li>• Goal 5: Our graduates will be competent in the use of analytical tools via business software tools.</li><li>• Goal 6: Our graduates will be able to properly integrate business disciplines in developing holistic, multi-functional solutions.</li><li>• Goal 7: Our graduates will be able to correctly analyze financial statements.</li></ul>																				