

Course Syllabus

Last Updated: Thursday, August 18, 2011

Instructor:	Charles L. McDonald, Jr., Ph.D.
Office:	Room 216N
Office Hours:	See professor's homepage
Phone:	(903) 223-3009
E-mail:	Charles.McDonald@tamut.edu
Course Number:	GBUS440.01E
Course Title:	International Business
Required Computer Skills:	<p>Use of a personal computer is extensive in this course. Students will be expected to possess the following computer skills to successfully perform course related tasks throughout the semester:</p> <ul style="list-style-type: none"> • Moderate proficiency in using Microsoft's Internet Explorer to access course Web pages and selected sites. • Moderate proficiency in sending and receiving e-mail with file attachments.
Catalog Description:	<p>This course was 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. The study of concepts is enhanced via Global Challenge Simulation.</p>
Text:	<p>International Business: The Challenge of Global Competition w/ CESIM Access Card, 12th Edition by Ball, Geringer, Minor, & McNett.</p> <p>McGraw-Hill ISBN: 9780077318833</p> <p>If your text did not include a new CESIM Access Card...it is ISBN:9780073361130</p>
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 chapter quizzes, evaluation of each team's performance report, and scores from their Global Challenge Simulation experience.	
Introduction and Methodology:	<p>The Web-based approach appears to be an important alternative for many students that desire additional education but are entrenched in the workforce and could not attend classes offered in traditional formats. To address this need, this course is being offered in a Web-based format to better serve those students with nontraditional schedules by providing a means to complete course requirements without classroom attendance. As a prerequisite, students should have an Internet account and be comfortable with using a browser (Internet Explorer) and Ace mail https://www.tamut.edu/acemail/ to send/receive e-mail. The course's content and grading standards are essentially the same as the traditional on-campus course. Studies have shown that students must exercise more self-discipline and individual effort to be successful in a Web-based format.</p> <p>Course related materials such as chapter notes, advisories, case studies, and exam schedules will be posted on the course's site. In addition, links to each chapter's practice and graded quizzes are located in the content modules.</p>	
TAMU-T Email Address:	<p>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.</p>	
Activate Quiz Access:	<p>To activate access to quizzes, send an e-mail (using Ace Mail) to your professor by Friday, September 2. The e-mail should contain a statement that you have read and understand the syllabus and, if it is available for course-related communications, a daytime telephone number. Be sure to place "GBUS440" in the subject line. The reply will include your EZ Test ID and password for taking quizzes and checking grades. Contact the professor if you need a clarification before sending this e-mail. Your professor checks student e-mail frequently, excluding weekends and holidays.</p>	
Tentative Class Schedule:	<p>August 29 September 12 September 26 October 10 October 24 November 7 November 21 December 5</p>	<p>Introduction & methodology Topics from chapters 1 & 2 Topics from chapters 3 & 4 Topics from chapters 5 - 7 Topics from chapters 8 - 11 Topics from chapters 12 - 14 Topics from chapters 15 - 17 Topics from chapters 18 - 19</p>
Quizzes:	<p>Nineteen chapter quizzes developed by your professor are offered online and are managed by the publisher's website. Chapter quizzes (multiple-choice and true/false) are scheduled, timed, and graded by</p>	

	<p>the publisher's site. Each of these quizzes allows only one take with a 30-minute time limit. Students may see their score immediately after taking a quiz, but for security concerns, reviews are limited to office visits. Without exception, quizzes that are not taken prior to their respective deadline will be graded as a zero (0).</p> <p>Procrastination can be costly. Students that take quizzes near deadlines risk receiving a zero (0) grade as last-minute computer problems, Internet connectivity, or personal issues are not acceptable excuses. As some conditions are unavoidable, the lowest quiz grade will be dropped prior to calculating grades.</p>																
Disability Accommodations:	Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062.																
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.																
Drop Policy:	To drop this course, a student needs to complete the Drop/Withdrawal Request Form; this form is located on the University website (http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html) or obtained in the Registrar's Office. Students must submit the signed and completed form to the faculty member for each course indicated on the form for their signature. The signature is not an "approval" to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form is submitted to the Registrar's office for processing either in person, email (Registrar@tamut.edu), or fax (903-223-32140). Incomplete forms missing any of the required information will not be accepted by the Registrar's Office for processing. It is the student's responsibility to ensure that the form is completed properly before submission.																
Grading:	<p>The course grade is derived from:</p> <table border="1"> <tr> <td>The average quiz score</td> <td>60%</td> </tr> <tr> <td>The team's CESIM score</td> <td>30%</td> </tr> <tr> <td>The team's Performance Report</td> <td>10%</td> </tr> </table> <table border="1"> <tr> <td>A</td> <td>90 - 100</td> </tr> <tr> <td>B</td> <td>80 - 89.9</td> </tr> <tr> <td>C</td> <td>70 - 79.9</td> </tr> <tr> <td>D</td> <td>60 - 69.9</td> </tr> <tr> <td>F</td> <td>Less than 60</td> </tr> </table> <p>Please...there are not any "extra credit" assignments in this course.</p>	The average quiz score	60%	The team's CESIM score	30%	The team's Performance Report	10%	A	90 - 100	B	80 - 89.9	C	70 - 79.9	D	60 - 69.9	F	Less than 60
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Student Technical	Solutions to common problems and FAQ's for your web-enhanced																

Assistance:

and online courses are found at this link:

<http://www.tamut.edu/webcourses/index.php?pageid=37>

If you cannot find your resolution there, you can send in a support request detailing your specific problem here:

<http://www.tamut.edu/webcourses/gethelp2.php>

Blackboard Helpdesk office hours are Monday - Friday, 8:00a to 5:00p contacts:

- Kevin Williams (main contact) 903-223-1356
kevin.williams@tamut.edu
- Frank Miller (alternate) 903-223-3156 frank.miller@tamut.edu
- Nikki Thomson (alternate) 903-223-3083
nikki.thomson@tamut.edu

**BBA Program
Goals:**

At the completion of the BBA program, students should have achieved these goals:

- 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.