

Course Syllabus

Instructor: Charles L. McDonald, Jr., Ph.D.

Office: Room 321L

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: 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:

- Moderate proficiency in using Mozilla's Firefox or Google's Chrome browser to access course webpages and selected sites.
- Moderate proficiency in sending and receiving e-mail with file attachments using Ace Mail.

Catalog Description: 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 a global enterprise simulation game.

Text: International Business: The Challenge of Global Competition w/ CESIM Access Card, 13th Edition by Ball, Geringer, Minor, & McNett. McGraw-Hill ISBN: 9780077636852

If you purchased a textbook without a new license code, a license code can be purchased via Paypal during the CESIM registration process.

Course Objectives: This course presents an opportunity for students to address issues 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.

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.

Course Assessment: Student's learning will be assessed by chapter quizzes, evaluation of each team's performance report, and scores from their CESIM Global Challenge Simulation experience.

Introduction and The Web-based approach appears to be an important alternative for

Methodology: 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 be comfortable with using a browser to access course webpages and selected sites and be able to use Ace Mail for sending/receiving e-mail with attachments. 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 or Web-enhanced format.

A&M-Texarkana Upon application to Texas A&M University-Texarkana an individual **Email Address:** will be assigned an A&M-Texarkana email account. This email account (Ace Mail) 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.

Required Email: Send an e-mail (using Ace Mail) to your professor by Friday, January 25 containing a statement that you have read and understand the syllabus. Be sure to place "GBUS440 " in the subject line on all email addressed to your professor. Contact the professor if you need clarification before sending this e-mail. Your professor checks student e-mail frequently, excluding weekends and holidays.

Class Schedule: All class meetings start at 6:00pm on Tuesdays. See the Course Deadlines webpage for additional information.

Class Meeting	Agenda
January 22	Introduction, methodology, CESIM Global Challenge Simulation, establish CESIM teams, topics from chapter 1
February 5	Topics from chapters 2 & 3
February 19	Topics from chapters 4 - 6
March 5	Topics from chapters 7 - 9
March 19	Topics from chapters 10 - 12
April 2	Topics from chapters 13 - 15
April 16	Topics from chapters 16 - 18, discuss Team Performance Report requirements
May 7	Submit Team Performance Report

Quizzes: There are 18 chapter quizzes that are scheduled, timed, and graded via Blackboard. Each quiz will be offered in a one take, 10-question

multiple-choice and true/false format.

- Students are allowed 15 minutes to complete each quiz.
- Students may see scores immediately after taking a quiz, but for security concerns, reviews are limited to office visits.
- Click the Deadlines button on the course menu to view the quiz deadlines.
- Quizzes that are not taken prior to their respective deadline will be graded as a zero (0).

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.

A 10-question practice quiz is provided (click the Chapter Quizzes button) that allows unlimited takes. Each take is graded, but the practice quiz score is not recorded or used in grading. This practice quiz allows students to experience and verify the testing environment before taking a quiz or an exam for credit.

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

Student Participation: *Participation Policy:*

Students are expected to monitor the announcements on the course's website and adhere to the deadlines for submissions in the class schedule.

Course Etiquette:

In this course, students are expected to be friendly, positive, and self-reflective when communicating with group members. Remember that you will need to work together and feelings can be hurt if you are not careful in how you express yourself. If you feel a critique is necessary; say it in a positive tone. Reread what you have written to be sure it is positive before sending a message.

Class Participation: Students are responsible for beginning their participation on the FIRST CLASS DAY by logging on and completing assignments according to the COURSE DEADLINES. Failure to submit online assignments between the first day of classes and the "university census date" (according to the university schedule) will result in an ADMINISTRATIVE DROP from the course.

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 after the census date (see semester calendar), a student must complete the Drop/Withdrawal Request Form, located on the University website <http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html>) or obtained in the Registrar's Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her 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 must be submitted to the Registrar's office for processing in person, email Registrar@tamut.edu, mail (7101 University Ave., Texarkana, TX 75503) or fax (903-223-3140). Drop/withdraw 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. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.

Grading: The course grade is derived from:

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

Please...there are not any "extra credit" assignments in this course.

Student Technical Assistance: Solutions to common problems and FAQ's for your web-enhanced and web courses are found at this link:

<http://www.tamut.edu/Training/Student%20Training/index.html>

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

<http://www.tamut.edu/techde/support.htm>

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

Julia Allen (main contact) 903-223-3154 julia.allen@tamut.edu

Nikki Thomson 903-223-3083 nikki.thomson@tamut.edu

Jayson Ferguson 903-223-3105 jayson.ferguson@tamut.edu

Technical Requirements: Minimum Windows PC Requirements:

- Pentium IV 1.5GHz+ (preferred: Core Duo)
- 1 GB RAM minimum (preferred: 2 GB)
- 128MB Video Card minimum - Sound Card is required for some courses
- 56K modem minimum (Cable or DSL required for some courses)
- Windows 2000, XP, Vista or 7
- Web browser (Internet Explorer 7.0+; Firefox 3.0+)
- Microsoft Word, minimum Office 97

Some courses will need plug-ins such as Flash player 10 +, QuickTime player 7.0+, Adobe Reader 9.0+, Java Runtime Environment (Java 1.6.0_15), Windows Media Player 10+, RealPlayer, and Macromedia/Adobe Shockwave.

Some online courses may also require a CD ROM (8x minimum, higher recommended)

Blackboard has certified the following browsers for computers running Windows Operating Systems:

- Internet Explorer 8 or 9 (IE is not supported on Windows XP)
- Mozilla Firefox 3.6+
- Google Chrome

Minimum Apple Macintosh Requirements:

- Intel Core 2.0GHz+
- 1 GB RAM (preferred: 2 GB)
- 128MB Video Card minimum - Sound Card is required for some courses
- 56K modem minimum (Cable or DSL required for some courses)
- Web browser (Firefox 3.0+ ; Safari 3.0+)
- Microsoft Word, minimum Office 97

Some courses will need plug-ins such as Flash player 10+, QuickTime player 7.0+, Adobe Reader 9.0+, Java Runtime Environment, RealPlayer, and Macromedia/Adobe Shockwave.

Some online courses may also require a CD ROM (8x minimum, higher recommended)

Blackboard has certified the following browsers for computers running Macintosh Operating Systems:

- Mac OS 10.2 (Jaguar): (Safari 1 is compatible)
- Mac OS 10.3 (Panther): Safari 1.2 (Firefox 1.5 is compatible)
- Mac OS 10.4 (Tiger): Safari 2 and Firefox 1.5
- Mac OS 10.5 (Leopard): (Firefox 2.0 is compatible)

I-OS and Android Devices

These devices are currently supported using the Blackboard Mobile App, available for free from your App Store or scan the code below:



To access Texas A&M University - Texarkana, there is an individual license fee of \$1.99 per year or \$5.99 lifetime. This fee gives you access to the university from all your (same platform) devices; it is not necessary to pay the fee for each device you own.

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.