

Texas A&M University – Texarkana

Gbus 440.41E – International Business

Course Syllabus

Effective Date: Spring, 2013: Jan. 23 – Mar. 19

Instructor: Richard Herrera, Ph.D.
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Office Hrs: Mon: 1:00pm-5:00pm
Tues: 2:00pm-5:00pm
Wed: 2:00pm-5:00pm
Other times by appointment

Class Location: Monday, 6:00pm-8:45pm: Location NTCC, UHS Bldg., Rm. 152

Semester Credit Hours: 3 SCH;

Course Delivery Method: Web-Enhanced Course.

Course Description:

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.

Required Textbook/Resources: Ball, McNett, & Minor, *International Business, The Challenge of Global Competition*, 13th Edition, 2013. McGraw Hill. ISBN – 9780077636852.

Course Requirements And Methodology:

Gbus 440.41E: International Business is a course being offered in a nontraditional format using web-based technology. The Blackboard Learning System will be used to deliver all resources needed for students to successfully complete this course. This includes the course syllabus, a gradebook section that manages assignments and grades, and a discussion section that allows for communication between the student and professor throughout the course. Student PowerPoint slides, covering each of the chapters, will also be available on Blackboard under Course Content.

Students can access My Blackboard from A&M-Texarkana's homepage and choosing Current Students and then Blackboard. From the webcourses page click on the graphic that says My Blackboard. Also, the web address (or URL) for the A&M-Texarkana web server is at <http://bb91a.tamut.edu/>. That will take you to MyBlackboard where you will log in. To login you will need a UserID and a Password. Your UserID is the first 4 letters of your last name and the last 4 of your Campus Wide ID. Example: jams5634. [If your last name is smaller than 4 characters then enter your whole last name] Your Password is your Campus Wide ID with no dashes or spaces. Example: 34523456.

Additional resources are available to assist students and include a distance learning overview, student FAQs, the A&M-Texarkana online system that takes you directly to Library and Student Services, technology and distance education services, and a student guide to blackboard.

BBA Program Goals:

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

Student Learner Outcomes:

Upon successful completion of this course, the student will be able to:

1. Understand the scope of international business and marketing and its impact on our economy and culture.
2. Know the theories of international trade.
3. Have an understanding of International organizations and how they assist international trade.
4. Be able to describe the economic, political, and socioeconomic forces in international trade.
5. Be able to identify the various intellectual property problems in international trading.
6. Understand the function of labor in foreign business.
7. Be able to identify the common methods of entering international trade.
8. Be able to develop an organizational design and market analysis program that integrates the organization's human resources for an effective foreign environment strategy.

Methods of Evaluation:

Each student's performance will be evaluated as follows:

Assignment	Percent of Grade
Exam #1 (Chapters 1 -4)	25 %
Exam #2 (Chapters 6 -9)	25 %
Exam #3 (Chapters 11 -14)	25 %
Exam #4 (Chapters 15 -17)	25 %

Examinations: Exams will be taken through blackboard and will be posted under the Course Content link. Each exam will consist of 50 multiple choice questions, each worth 2 points. You will have approximately 90 minutes to complete the exam. The exams will be available for you to take online from 12:30am to midnight on the exam dates listed on the course schedule. The timer is computer generated and will automatically turn on when you begin the exam and automatically shut off after one hour and thirty minutes, so you will need to time yourself accordingly. If time permits, you will have the opportunity to go back to check or change your answers if you wish.

Please Note: There are no make-up assignments for missed exams. A grade of zero will be assigned for an exam not taken on the day and time scheduled. Any extenuating circumstances must be discussed with me prior to the exam dates.

Grading Scale:

- A >= 90-100
- B >= 80-89
- C >= 70-79
- D >= 60-69

Complete Course Schedule:

Date	Topic	Assignment
Jan. 28	Overview of Course/Syllabus; Introductions The Rapid Change of International Business	Barringer Chap. 1
Jan. 30	International Trade and Foreign Direct Investment Web Assignment: Should complete Chapter 2 by the end of this week.	Chap. 2
Feb. 4	International Institutions from an Intl. Business Perspective	Chap. 3
Feb. 6	Sociocultural Forces Web Assignment: Should complete Chapter 4 by the end of this day.	Chap. 4
Feb. 8	Exam 1 (Chap's 1- 4)	
Feb. 11	Political and Trade Forces	Chap. 6
Feb. 13	Intellectual Property and Other Legal Forces Web Assignment: Should complete Chap. 7 by the end of this wk	Chap. 7
Feb. 18	The International Monetary System and Financial Forces	Chap. 8
Feb. 20	International Competitive Strategy Web Assignment: Complete Chap. 9 by the end of this day.	Chap. 9
Feb. 22	Exam 2 (Chap's 6- 9)	
Feb. 25	Global Leadership Issues and Practices	Chap. 11
Feb. 27	Assessing International Markets Web Assignment: Should complete Chapter 13 by the end of this week.	Chap. 12
Mar. 4	Entry Modes	Chap. 13
Mar. 6	Export and Import Practices Web Assignment: Should complete Chapter 14 by the end of this day.	Chap. 14
Mar. 8	Exam 3 (Chap's 11-14)	
Mar. 11	Marketing Internationally Web Assignment: Should complete Chapter 15 by the end of wk.	Chap. 15
Mar. 13	Global Operations and Supply Chain Management Web Assignment: Should complete Chapter 16 by the end of this week.	Chap. 16
Mar. 18	Managing Human Resources in an International Context	Chap. 17
Mar. 19	Exam 4 (Chap's 15-17)	

This is a 7-week hybrid class. Of the 15 dates listed above, 7 are face-to-face classes. Class meeting dates are 1/28, 2/4, 2/11, 2/18, 2/25, 3/24, and 3/18.

Note: Mar. 11- 15, Spring Break- No Classes.

Student Participation:

- a. **With regard to web-enhanced and online courses, students are responsible for beginning their participation on the FIRST CLASS DAY by logging** on and completing assignments according to the COURSE CALENDAR. The course assignment for this course will be for you to send me an email on the first day of class indicating to me that you are in fact active in this class. Failure to submit this initial email and any other 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.
- b. **Participation Policy:** Due to the nature of this course, students are expected to read the assigned chapters by the dates listed on the course schedule and be prepared for each of the three exams. You may work ahead of schedule, but do not allow yourself to get behind. In addition to the text material, students will also be responsible for any other material listed on the discussion board section of the syllabus. In order to remain up to date, students will need to check this section for any updates at least once weekly.
- c. **Course Etiquette:** Students are expected to conduct themselves professionally and respectfully at all times when interacting with other class members or with the instructor. Any subject matter or conduct considered to be unacceptable or inappropriate will not be tolerated.

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. Examples of plagiarism can be found at <http://www.turnitin.com>

University Email Policy:

“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.” The Blackboard system will also be used in this class, so you will need to periodically check both emails to keep up to date.

University Drop Policy:

To drop this course after the 12th class day, 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 Avenue., Texarkana, TX 75505) 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.

Student Technical Assistance:

- Solutions to common problems and FAQ's for your web-enhanced 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 contacts:

Office hours are: Monday - Friday, 8:00a to 5:00p

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

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

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

Technical Requirements:

Minimum Windows PC Requirements

- Pentium IV 1.5 GHz+ (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 is compatible)
- Mac OS 10.5 (Leopard): (Firefox 2.0 is compatible)

I-OS and Android Devices

These devices are currently supported using the Blackboard Moblie 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. The 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.