
TEXAS A&M UNIVERSITY - TEXARKANA

INTERNATIONAL BUSINESS

MGT 540

Course Syllabus

Spring 2021

Instructor: Dr. Patricia Humphrey
Office: Room BASS 239
Virtual Office Hours: Mondays and Tuesdays 8 – 10 a.m. via email or phone. Other times by appointment via email or phone. I will reply to emails within a reasonable time not to exceed 24 hours during the normal work week.
Phone: Office 903-223-3036
Email: Patricia.Humphrey@tamut.edu
Course Number: MGT 540
Course Title: International Business

Course Description: A study of how and why the world's countries differ, a review of the economic and politics of international trade and investment, the functions and form of the global monetary system, and the strategies and structures of an international business's various functions.

Course Delivery: Web-based

Text(s): Charles W. L. Hill, and G. Tomas Hult, *Global Business Today*, 11th ed., (McGraw-Hill, 2018).

Student Learning Outcomes:

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

1. Describe the concepts of globalization and managing the global marketplace.
2. Describe national differences in political economy and differences in culture.
3. Assess the global trade and investment environment.
4. Discuss the strategy and structure of international business.
5. Explain business operations such as exporting, importing, countertrade, global manufacturing and materials management, marketing, and human resource management in the international business.

Tests:

Tests will be given online in Blackboard. The dates the tests will be available are listed below under the Class Schedule. Former students have suggested reading the chapters, highlighting important topics, then reviewing the highlighted material and the end of chapter summaries before taking the tests.

Discussion Board:

Discussion boards are voluntary and are worth 3 bonus points. The bonus points (BP) will be shown separately in "My Grades". There will be at least one discussion board for each test period.

Submission of Assignments:

Instructions for the assignments are found under "Assignments". You may submit your assignments early, but **late assignments are not accepted.**

Grading:

Allow a week after the due date for your assignment grades to be posted in Blackboard. Your final course grade will be based on the accumulation of points from four noncomprehensive tests, four article assignments and two research papers. Your grades will be posted in Blackboard, just click on MY GRADES.

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

Tests (4@100)	400
Articles (4@15)	60
Research Paper (2@50)	<u>100</u>
	560

Course Description and MGT 540 Class Schedule

<u>Date</u>	<u>Assignments</u>
Monday Week 1 1/18	Please introduce yourself to the class on the Discussion Board Read "Welcome to MGT 540" and the "Syllabus" Chapter 1 - Globalization
Week 2 1/25	Chapter 2 - National Differences in Political, Economic and Legal Systems Chapter 3 - National Differences in Economic Development *Article #1 due Monday, 2/1 at midnight (topic from Chapters 1-5)
Week 3 2/1	Chapter 4 - Differences in Culture Chapter 5 - Ethics, Corporate Social Responsibility and Sustainability *Test #1 (Chapters 1-5) available until midnight, Monday, 2/8
Week 4 2/8	Chapter 6 - International Trade Theory
Week 5 2/15	Chapter 7 - Government Policy and International Trade
Week 6 2/22	Chapter 8 - Foreign Direct Investment Chapter 9 - Regional Economic Integration *Article #2 due Monday, 3/1 at midnight (topic from Chapters 6 -9)
Week 7 3/1	*Test #2 (Chapters 6-9) available until Monday, 3/8
Week 8 3/8	Chapter 10 – Foreign Exchange Market Chapter 11 – International Monetary System *Research Paper #1 due midnight Monday, 3/15 (topic from Chapters 1-9)
Week 9 3/15	Chapter 12 – Strategy of International Business
Week 10 3/22	Chapter 13 – Entering Foreign Markets *Article #3 due Monday, 3/29 at midnight (topic from Chapters 10 – 13)
Week 11 3/29	*Test #3 (Chapters 10 – 13) available until Monday, 4/5
Week 12 4/5	Chapter 14 - Exporting, Importing and Countertrade Chapter 15 - Global Production and Supply Chain Management
Week 13 4/12	Chapter 16 – Global Marketing and R&D *Article #4 due midnight Monday, 4/19 (topic from Chapters 14-17)
Week 14 4/19	Chapter 17– Global Human Resource Management *Research Paper #2 due Monday, 4/26 (topic from Chapters 10 – 17)
Week 15 4/26	*Test #4 (14-17) available until Monday, 5/3

University Requirements: Disruptions, COVID Reporting, and Safety

To address issues related to disruption of university functions, COVID reporting, and safety protocols, TAMUT has prepared a general set of requirements that can be found here:

https://www.tamut.edu/About/Administration/COVID_19/COVID-19_Files/COVID_StudentGuide.pdf

Course Etiquette: (rules for behaving properly online)

These are adapted from University of Hawaii

<http://hilo.hawaii.edu/academics/dl/netetiquette.php>

1. Be sensitive to the fact that there will be cultural and linguistic backgrounds, as well as different political and religious beliefs, plus just differences in general.
2. Use good taste when composing your responses in Discussion Forums. Swearing and profanity is also part of being sensitive to your classmates and should be avoided. Also consider that slang can be misunderstood or misinterpreted.
3. Don't use all capital letters when composing your responses as this is considered "shouting" on the Internet and is regarded as impolite or aggressive. It can also be stressful on the eye when trying to read your message.
4. Be respectful of others' views and opinions. Avoid "flaming" (publicly attacking or insulting) them as this can cause hurt feelings and decrease the chances of getting all different types of points of view.
5. Be careful when using acronyms. If you use an acronym it is best to spell out its meaning first, then put the acronym in parentheses afterward, for example: Frequently Asked Questions (FAQs). After that you can use the acronym freely throughout your message.
6. Use good grammar and spelling, and avoid using text messaging shortcuts.

Library/Media Resource Assessment: Resources available from Library

Graduate degree program goals: At the completion of your degree TAMU-T graduate students should be proficient in several areas. You can access these goals at: :

<http://tamut.edu/Academics/COB/index.php>

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.

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.

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/Student-Support/Registrar/Dropping.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.

Class Participation: Students are responsible for beginning their participation on the FIRST CLASS DAY by logging on and completing assignments according to the COURSE CALENDAR. 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.

Students with federal loans and/or grants:

Students who have federal loans and grants must be aware that participation is monitored in online courses. In the event a student withdraws from a course the student will be required to refund all federal funds prorated from the last date of participation. A student's last access to Blackboard would not suffice as participation. The required weekly activity could include a comment to a blog, a discussion board posting, a journal entry, a quiz or exam, a submitted assignment, or other measurable and tracked activity.

Student Technical Assistance:

Solutions to common problems and FAQ's for your web-enhanced and online courses are found on the [Online Student Training](#) page on our website.

If you cannot find your resolution there, you can submit a support request by contacting the IT HelpDesk:

Email: helpdesk@tamut.edu

Phone: 903-334-6603

Submit a [Support Request Ticket](#)

Additional student help for Blackboard can be found here:

[Blackboard Help for Students](#)

Technical Requirements:

The following are the minimum computer requirements for online learning:

A computer capable of handling streaming video. A mid-range multi-core CPU should be adequate.

A sound card.

A high speed internet connection preferably directly connected to the computer via a hard-wired Ethernet connection rather than wirelessly connected.

Virus and adware protection software.

Microsoft Word, minimum version 2007 or above.

[Mozilla Firefox](#) browser available free.

The most recent versions of Java, Flash, QuickTime, Adobe Reader, and Shockwave. You can check this in the Firefox browser by visiting:

[Firefox Plugin Check Tool](#)

Please note: some instructors may require the use of a headset with microphone and/or a webcam. If so, the cost of these items is not included in your course fees and will need to be acquired at your own expense.

Blackboard Mobile for iOS and Android Devices

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



The Blackboard Mobile App provides limited access to courses, including the ability to read and contribute to discussions, check grades and announcements, access content, read and comment on blogs, reflect in journals, link to your personal Dropbox, and receive push notifications when courses are updated. Limited course features may also be available via your mobile device's browser; however, your mobile device does not replace your personal computer and should not be used as a substitute for one. High stakes assignments, tests, etc. should be completed on your personal computer, and not on your mobile device.