

Welcome to BA 420.01W for Summer II 2012! Before you completely freak out over a course such as international business, DON'T! I hope to make this course interesting and relevant to today's issues in international business so that you have a well-rounded, fundamental understanding of global business. Remember, I am not here to fail you - I am here to teach you. YOU just need to put forth the honest effort to complete the requirements of the syllabus and of this course.

You may post questions to the Virtual Office, however I will only check this about once a day. So, if you have something urgent, use email. I will answer emails within 24 hours – emails are not guaranteed answered between Fri 10 pm to Mon 8 am. Since this is such a short course, email is best.

You can also find me on Yahoo Messenger at drjenflanagan@yahoo.com!

If you have any questions, please email me – I check my email several times throughout the day.

Jennifer.Flanagan@tamu-commerce.edu

About the Instructor:

Greetings! I am Jennifer Flanagan, instructor for this course. I graduated with my BS in Business Administration from TAMU-C in 1998, my MBA from Texas Woman's University in 2004, and I graduated with my PhD in Educational Psychology (BA minor) in December of 2009. I am also a certified Texas Educator (grades 4-8 Math and 4-8 generalist).

Before teaching, I worked for 4 years as an HR/Payroll manager and Retail Manager. I began teaching in 2002 (5th grade) and taught for 4 years (Math, Science, and Social Studies, grades 5-12), as well as coaching for 2 years (tennis and cheerleading). I left teaching in 2006 to pursue my PhD full time and stay home with my son. I began teaching at TAMU-C in the Spring of 2005 as an adjunct faculty, and began teaching full time in 2006. I am currently an Assistant Professor.

I live outside of Commerce with my husband (Cleon, 1998) and two sons (Bryan – 9, Brayden – 2 years).



BA 420 International Business

Summer II 2012

Instructor: Dr. Jennifer L. Flanagan, PhD
College of Business and Technology, BA & MIS

Required Text: Global Business Today, 7th Edition

Author: Charles W. L. Hill

ISBN: 978-0-07-813721-1

Publisher: McGraw-Hill/Irwin

Course Description: This course provides coverage of a broad survey of international business issues; analyzes the environment in which international business operates; introduces multinational enterprises, global competition, international organizations, treaties and international law, national trade policies and the determinants of competitiveness of U.S. firms in international markets.

Instructor Contact Information:

Office: BA 102B Phone: 903-468-8695
 Website: <http://faculty.tamu-commerce.edu/jflanagan>
 Email: jennifer.Flanagan@tamu-commerce.edu
 (Emails answered within 24 hrs/ emails not answered Fri 5 pm to Mon 8 am)

Office Hours:

Tuesdays: 12:15 - 3:30 pm
 Thursdays: 9:30 am – 12 pm/1 pm – 3:30 pm
 (and by appointment)

Course Prerequisite: Junior Standing, Eco 231, 232

Course Classification: Core Business Course

Course Objectives: The globalization of business brings new opportunities and threats to governments, firms, and individuals. This course introduces elements of international business that challenges and enables businesses to compete successfully in the global marketplace as it exists today with an outlook of the future growth and expansion.

1. Demonstrate the need to participate in international activities by understanding the effects of international business and how markets for international expansion can be selected, their demand assessed, and appropriate strategies for their development devised.
2. Develop cross-cultural competence through understanding of cultural differences in language, religion, values, customs, and education while understanding of theoretical background for international trade and investment activities and the international economic activity of nations and the balance of payments.
3. Develop a working knowledge of the international monetary system, financial markets, and trend toward economic integration around the world, as well as achieving an understanding of the political and legal dimensions that affect international business.
4. Build a knowledge base of country-specific opportunities and concerns through research while devising and implementing strategies that will help provide a competitively advantageous position and differentiate between smaller firms and multinational corporations.
5. Understand the challenges of managing managers and labor personnel both in individual international markets and in worldwide operations and the future of International Business Management.

Attendance and Online Discussions: Even though this is an online course, I expect you to participate in discussions. As designated on the schedule, students will be required to post discussions to topics posed online. Questions are to be answered fully and discussions are to be professional, courteous, intelligent, and well-thought-out. **Part of the online discussion grade is posting responses as requested in the discussion instructions. Points will be deducted if response requirements are not met. Additionally, late discussions will NOT be accepted!** Any questions about the online discussions should be directed to the instructor.

Discussion Grading Rubric:

If 2 responses are required

Your Post – 70%

Your responses to others – 30%

If 3 responses are required

Your Post – 60%

Your responses to others – 20% each

Keep in mind that failure to post at all will result in student not receiving any participation points. Plan to participate throughout the semester. It is the responsibility of each student to keep up with the scheduled readings and discussions for the chapters. In order to achieve the highest possible score for discussion participation, students should post more than the minimum replies to show active engagement in the discussion. Once the chapters have been closed, they will not be re-opened. Grades awarded for each chapter reflect an average of the three components (i.e., participation, timeliness, and content/subject knowledge/critical thinking).

It is critical that students read ALL the postings for each topic. This will ensure that you not only respond to the topic questions but to your colleagues' comments as well. Also, it will help in ensuring against anyone plagiarizing your work.

IMPORTANT POSTING RULES:

- 1) Postings may be a few sentences or a couple of paragraphs in length. The key to a quality post is that it provides clear analysis and insight into the topic or questions. Your postings will be carefully read.
- 2) Note that long-winded postings are not necessary. The idea is for quality rather than quantity.
- 3) Plagiarism among students (copying others' postings) will **NOT** be tolerated. Please note that TAMU-C has explicit rules regarding plagiarism and will be subject to penalties. Students are advised to carefully read everyone's postings to ensure that no one has plagiarized your answer.
- 4) Students with very FEW or NO SUBSTANTIVE postings will not receive the highest credit.
- 5) Proof your postings and eliminate any offensive references, poor sentence syntax, misspelled words, etc. Keep errors to a minimum.

The Instructor reserves the right to administratively drop any student who does not log into the class web site for seven (7) consecutive days after the course officially starts. Any student who will not be able to log into the class web site for more than seven (7) days (i.e., because of an extended business trip) should contact the Instructor in advance to avoid an inadvertent drop from the course. As stated for classes held in-person, *students are expected to be present for all class meetings of any course for which they are enrolled. Per University Procedure 13.99.99.R0.01(www7.tamu-commerce.edu/administration/president/procedures/13.99.99.R0.01.htm), effective September 1, 1996, students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. You will be allowed to make-up work for classes you miss only if your absence is excusable. Excusable absences are defined in the current University Catalog.*

Online Course: This course is online, so it is VITAL that you keep your email and myLeo information current. If you are having problems with eCollege, please text, email, or call me asap. Many assignment details, schedule changes, and other important announcements will be posted online, so it is VITAL that you check your eCollege course daily. Contact the instructor and/or technical support if you are not able to log onto eCollege the first week of classes. Unless otherwise indicated, assignments should be submitted in the DropBox in eCollege.

First time eCollege users: eCollege is generally very user friendly; however, should you have any questions or concerns about it, you may want to complete an eCollege orientation. You can access the online eCollege Orientation by clicking on the following link: <http://online.tamuc.org/> The home page will give you directions on how to proceed from there. Your login is your Campus-wide ID # and your password is the same as you use for Webtrax, which is now your MyLeo password.

Technical Support: If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege Help Desk, available 24 hours a day, seven days a week. The Help Desk can be reached by sending an email to helpdesk@online.tamuc.org or by calling 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

Classroom Demeanor: Again, even though we are online, you are expected to be respectful, professional, courteous, and speak with intelligence. "All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment." See Student's Guide Book.

Online Office Hours: I will be online and available for immediate response via email (and, again, ClassLivePro) during these hours. You may post questions to the Virtual Office, however I will only check this 2-3 times a week (Thursday will be the last day of the week I check – I will not check it over the weekend). So, if you have something urgent, use email. I will answer emails within 24 hours – emails are not guaranteed answered between Fri 10 pm to Mon 8 am. You may also add me to Yahoo IM at drjenflanagan@yahoo.com – I am online during my regular office hours.

Students with Disabilities: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

*Office of Student Disability Resources and Services
Texas A&M University-Commerce - Gee Library, Room 132
Phone (903) 886-5150 or (903) 886-5835 / Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu*

Course Grading: Knowledge of the substantive material covered in the course is of central importance. Grading will include, where appropriate, consideration of content as well as grammar, style, and organization.

Discussions	15%
Timed Test 1 & 2	25%
Essay Final	20%
Timed Final	15%
Current topic	25%

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 00-59

University Attendance Policy: Since this is an online course, your attendance is monitored according to your online participation (i.e. discussions, see below). Per University Procedure 13.99.99.R0.01, effective September 1, 1996, students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. The student is responsible for providing the faculty member reason(s) for his/her absence. You will be allowed to make-up work for classes you miss only if your absence is excusable. Excusable absences are defined in the current University Catalog.

Attendance and Online Discussions: I expect you to participate in discussions. **THIS IS YOUR ATTENDANCE!!** As designated on the schedule, students will be required to post discussions to topics posed online. Questions are to be answered fully and discussions are to be professional, courteous, intelligent, and well-thought-out. **Part of the online discussion grade is posting responses as requested in the discussion instructions. Points will be deducted if response requirements are not met. Additionally, late discussions will NOT be accepted!** Any questions about the online discussions should be directed to the instructor.

Academic Honesty: Some people seem to believe that anything found on the Internet is free to use as they please. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

- It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
- Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
- Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
- The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. If you have any questions, please let me know.

Plagiarism and other forms of academic dishonesty will not be tolerated and anyone caught plagiarizing will receive an "F" for the course. Instructors "are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material." See 13.99.99.R0.10 Academic Honesty at http://www.tamu-commerce.edu/administration/Rules%26Procedures/rules_procedures.asp?RID=97.

Current Topic Assignment: For the current topic assignment, students are to find any current topic related to a topic in international business/globalization and write a 4-6 page discussion/review (not counting cover page/reference). Please include citations (APA format – APA guide link is on my website).

In your paper, address the following:

1. Summarize the topic, pointing out the relation to International Business
2. How is this information relevant to International Business/Globalization?
3. How does this information impact the US?
4. How will this situation resolve itself? And/or What actions need to be taken?
5. Give at least two questions to be used in a globalization/international business discussion.

CLASS SCHEDULE

Week 1 (7/9-7/12)

- **Chapters 1-4**
- **Review the power point lectures (located under each week AND in docsharing)**
- Post to discussion
- **Take test 1 (chapters 1-4)**
 - **Available under Week 1 from 8 am Thursday, July 12 to 11:59 pm on Sunday, July 15 (due 7/15 by 11:59 pm)**

You may log in and out of the test during the above time period, but if you get locked out before entering your answers, please email me. PLEASE don't wait until the last minute to work on the test – I might not respond to your email in time!

Week 2 (7/16-7/19)

- **Chapters 5-8**
- **Review the power point lectures (located under each week AND in docsharing)**
- Post to discussion
- **Take test 2 (chapters 5-8)**
 - **Available under Week 2 from 8 am Thursday, July 19 to 11:59 pm on Sunday, July 22 (due 7/22 by 11:59 pm)**

You may log in and out of the test during the above time period, but if you get locked out before entering your answers, please email me. PLEASE don't wait until the last minute to work on the test – I might not respond to your email in time!

Week 3 (7/23-7/26)

- **Chapters 9-12**
- **Review the power point lectures (located under each week AND in docsharing)**
- Post to discussion(s)
- **Current Topic Due (to the dropbox) by 11:59 pm Sunday, 7/29**

Week 4 (7/30-8/2)

- **Read Chapters 13-16 / review power point lectures (available under each week AND under docsharing)**
- Post to discussion(s)
- **WalMart Video "Is WalMart Good for America"**
 - **(several questions from the final WILL be from this video!)**
 - <http://www.pbs.org/wgbh/pages/frontline/shows/walmart/view/>

Week 5 (8/6-8/9)

- **Take Final exam (both essay and timed)**
 - **Both are available under Week 5 from 8 am Monday to 11:59 pm on Wednesday (due 8/8 by 11:59 pm)**

You may log in and out of the test during the above time period, but if you get locked out before entering your answers, please email me. PLEASE don't wait until the last minute to work on the test – I might not respond to your email in time!

** Late assignments will be accepted but with point reductions and only under certain circumstances. Grammar, sentence structure, and the general flow of the document will be assessed (see rubric). Please submit these to the dropbox. Remember, all assignments are scanned through turnitin.com

Current Topic Grading Rubric

At least 4 pages	10 points	_____
Organization and Flow (i.e. readability)	10 points	_____
Grammar/Spelling	10 points	_____
Content (7 pts each)	35 points	_____
<ol style="list-style-type: none"> 1. Summarize the topic, pointing out the relation to International Business 2. How is this information relevant to International Business/Globalization? 3. How does this information impact the US? 4. How will this situation resolve itself? And/or What actions need to be taken? 5. Give at least two questions to be used in a globalization/international business discussion. 		
Turnitin.com Report (under 25%)	20 points	
*please note, if the turnitin.com report is over 75%, paper is automatic 0. All high % will be analyzed thoroughly.		
APA Style	10 points	_____
Reference Section	5 points	_____
100 points TOTAL		_____

Discussion Grading Rubric

Did you follow the topic/answer the questions?	70 points	_____
Posts are respectful and professional	20 points	_____
Grammar/Spelling	10 points	_____
References (if applicable)	10 points	_____

Number of responses	% for original post	% for each response
Original only	100%	N/A
Original + 1	90%	10%
Original + 2	80%	10%
Original + 3	70%	10%
Original + 4	60%	10%
Original + 5	50%	10%