BA 420-International Business
Texas A&M University-Commerce
Fall 2012
Tentative Course Syllabus

Instructor: Elva A. Resendez, MBA
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Office Number: (903) 886-5376
Please leave a clear message including the course name when leaving a voice mail.

Class Time/Day: BA 420.01E TR 11:00-12:15pm, BA 340
E-Mail: Elva.Resendez@tamuc.edu; please mark the subject area on all email correspondence in the following format… your name, course name and your section number

Office Hours: MWF 12pm-1pm; TR 12:30pm-1:30pm

Course Description
This course provides coverage of a broad survey of international business issues; analyzes the environment in which international businesses operate; 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.
Prerequisites: Eco 2301 and 2302 and Junior standing.

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.

- Demonstrate the need to participate in international activities by understanding the effects of international business.
- Develop cross-cultural competence through understanding of cultural differences in language, religion, values, customs, and education.
- Develop a working knowledge of the international monetary system, financial markets, and trend toward economic integration around the world.
- Understand the challenges of managing managers and labor personnel both in individual international markets and in worldwide operations.


Attendance
Attendance and participation will have a direct effect on your grade. Notification should be given whenever possible via email should the student become aware an absence is inevitable. Excessive absences can result in administrative drops from the course. Late arrivals may result in being counted as absent.
Course Grade
Final course grade will consist of the accumulation of points earned by completion of the following: Exam I, II, III and IV, Research Paper, Global Project and Participation. Grading will be as follows, each exam is worth 20%, Research Paper 10%, Global Project 5% and Participation 5%. Your course grade will be based on a ten point scale: >90%=A, >80%=B, >70%=C, >60%=D, <60%=F.

Plagiarism
Plagiarism and other forms of academic dishonesty will not be tolerated. The university will not condone plagiarism in any form. The faculty, administration, and students are expected to uphold and support the highest academic standards in this matter. Plagiarism is handled initially by the instructor. If the instructor feels the problem warrants more attention, it should then be pursued through the department head. If the department head wishes, it should be brought to the attention of the dean of the college for study and review before meeting with the standing University Discipline Committee.


Notes and Reminders
All exams may consist of a combination of multiple choice, matching, true/false and short essay questions.

Class participation points will be based on classroom activity and preparedness. Students will come prepared for the class period having read the material for the lecture, prepare/discuss current events, and be ready to participate in class/group activities and discussions. Occasional quizzes may be given to verify preparedness.

Your Research Paper will consist of a 5-7 page paper on an approved topic (cover page and bibliography not included, APA format preferred). Sources should be within the last ten years if possible. Research paper format will be given prior to due date. Additional information regarding the research paper will be given as the course progresses.

Global Class Project
A goal of this class is for students to develop a deeper understanding of globalization and how the world is interconnected and affects each of us. All students in this class will be required to participate in a global research project. There are two ways to complete this requirement. First, you may complete two online surveys (one at the beginning of the semester and a second survey at the end of the semester) to fulfill this portion of the class requirement. Each survey should take less than 30 minutes to complete. I will email you the link to the survey at the beginning and at the end of the semester with dates/times of the deadlines to complete each survey. If you do not complete both surveys you will be required to do the alternative assignment (see me after Sept. 10th if you do not wish to complete this assignment).

The deadline to complete the first survey is Monday, September 10th by 11:59PM. The second survey will be available to participate from Friday November 16th until Friday December 7th 11:59PM (I'll email you later in the semester with the link to the second survey).
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@tamuc.edu

Topics and Overview

Globalization
National Differences in Political Economy
Differences in Culture
Ethics in International Business

Exam I (Week of Sept. 27th)

International Trade Theory
The Political Economy of International Trade
Foreign Direct Investment
Regional Economic Integration

Exam II (Week of Oct. 25th)

The Foreign Exchange Market
The International Monetary System
The Strategy of International Business
Entering Foreign Markets

Exam III (Week of Nov. 20th)

Exporting, Importing and Countertrade
Global Production, Outsourcing, and Logistics
Global Marketing and R&D
Global Human Resource Management

Exam IV (Week of Dec. 6th)