BA 420 International Business  
COURSE SYLLABUS  
Fall 2012

Instructor: Mrs. Olga Foster  
Class Day/Time: ONLINE  
Office: ONLINE  
Phone: 214-384-2724  
E-Mail: olga.foster@necam.com (Please send all communication via e-mail)

Textbook: Package ISBN 9780078137211  

Students requesting accommodations for disabilities must go through the Academic Support Committee. For more information, please contact the Director of Disability Resources & Services, Halladay Student Services Bldg. Room 303D, 903-886-5835.

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. Prerequisites: Eco 231 and 232 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.

Achieve an understanding of the political and legal dimensions that affect international business.

Demonstrate an understanding of theoretical background for international trade and investment activities and the international economic activity of nations and the balance of payments.

Develop a working knowledge of the international monetary system, financial markets, and trend toward economic integration around the world.

Build a knowledge base of country-specific opportunities and concerns through research.

Devise and implement strategies that will help provide a competitively advantageous position and differentiate between smaller firms and multinational corporations.

Demonstrate an understanding of how markets for international expansion can be selected, their demand assessed, and appropriate strategies for their development devised.

Understand the challenges of managing managers and labor personnel both in individual international markets and in worldwide operations.

Achieve an understanding of the future of International Business Management.
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.

4 Exams – 100 points each
Homework – 100 points
Total - 500 possible points

Percentages for Course Grade Levels are as follows:

Grading:
A = 450-500
B = 400-449
C = 350-399
D = 300-349
F = 0-299

Extra Credit: Extra credit work will NOT be assigned. Please do not ask.

Exams: There will be four exams given throughout the semester. Each exam is worth 100 points. Exams will be announced when available. However, please see the schedule on the last page of this document for an approximate timeframe of when the tests will be given. There will be one final exam.

Academic Honesty: Plagiarism and other forms of academic dishonesty will not be tolerated. 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.

Tentative Schedule
Fall 2012

August 27
Going over syllabus, Begin reading chapters, power points and familiarizing yourself with future homework assignments.

September 3
Chapter 1: Globalization
Chapter 2: Cross Cultural Business
Homework #1

September 10
Chapter 3: Politics, Law and Business Ethics
Chapter 4: Economic Systems and Development
Homework #2
Exam 1 (Chapters 1 – 4) will be during week of Sept 10th

September 17
Chapter 5: International Trade
Chapter 6: Business-Government Trade Relations
Homework #3

September 24
Chapter 7: Foreign Direct Investment
Chapter 8: Regional Economic Integration
Homework #4

Exam 2 (Chapters 5 - 8) will be during the week of Sept 24

October 1
Chapter 9: International Financial Markets
Chapter 10: International Monetary System
Homework #5

October 8
Chapter 11: International Strategy and Organization
Homework #6

October 15
Chapter 12: Analyzing International Opportunities

Exam 3 (Chapters 9 – 12) will be during the week of October 15

October 22
Chapter 13: Selecting and Managing Entry Modes
Chapter 14: Developing and Marketing Products
Homework #7

October 29
This week I will be proposing an extra credit assignment for those who will want the option
Details will be given on Oct 29th

November 5
Chapter 15: Managing International Operations
Employees
Homework #8

November 12
Chapter 16: Hiring and Managing Employees
Homework #9

**THANKSGIVING**

December 3
Review for Fina
Homework #10

December 10
Final Exam