BA 420-International Business-ONLINE
Texas A&M University-Commerce
Spring 2013
Tentative Course Syllabus

Instructor: Elva A. Resendez, MBA
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Please leave a clear message including the course when leaving a voice mail.
Class Time/Day: ONLINE
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.

Other Requirements: reliable internet access, a working email address and reliable computer.

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 extended absence is inevitable. Excessive absences (lack of activity) can result in an administrative drop from the course. A contact or an attempt to contact a student regarding being administratively dropped from the course will be made.
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 (Journal) and Participation. Grading will be as follows, each exam is worth 20%, Research Paper 10%, Global Project (Journal) 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. A grade of 0 will be assigned for a missed exam.

Class participation points will be based on class activity, assignments 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 6-8 page paper on an approved topic (cover page and bibliography not included, APA format preferred). Sources (at least five) 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 Project (Journal)
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. Though current events will certainly come up in class, all students will be required to create a global project (journal). The journal will consist of five (5) global current event articles selected by the student. For each current event article, a student will paraphrase the article in their own words, then will detail the relevance of the article to international business. Full reference information should be provided for each article per APA guidelines (include DOI’s if available). A copy of the original article should be included.

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:
Technical Assistance and Requirements
If you are new to eCollege or a returning user, you may want to familiarize yourself with eCollege by going through the eCollege tutorial or orientation process. You can access the online eCollege Orientation by clicking on the following link: http://online.tamuc.org/ Your login is your CWID# and your password is the same as your myleo password.

Technical Support
If you experience technical problems, please contact the eCollege help desk available 24/7 at 1-866-656-5511 or helpdesk@online.tamuc.org click on the help button located at the top of each page in eCollege.

Topics and Overview

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

Exam I (Week of Feb. 18th)

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

Exam II (Week of March 25th)

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

Exam III (Week of April 15th)

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

Exam IV (Week of May 6th)