

**BA 420-International Business**  
**Texas A&M University-Commerce**  
**College of Business**  
**August Mini Term 2014**  
Course Syllabus

**Professor: Jay Garrett; BBA, JD**

**E-Mail:** [jay.garrett@tamuc.edu](mailto:jay.garrett@tamuc.edu);

**Office:** McDowell Administration Bldg. 234

**Office Number:** (903) 886-5539

*Please leave a clear message when leaving a voice mail.*

**Office Hours:** M-F 8am-12pm.

### **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: 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 and how markets for international expansion can be selected, their demand assessed, and appropriate strategies for their development devised.
- 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.
- 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.
- 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.
- 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.

**Required Texts:** Global Business Today; Publisher: Hill; Seventh Edition; ISBN: 9780078137211

### **Attendance**

Attendance and participation will have a direct effect on your grade. Notification should be given via email should the student become aware an absence is inevitable. For each absence over five (5), one point can be deducted from the overall course grade. Excessive absences 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. **Late arrivals may result in being counted as absent.** Students with a concern regarding absences should discuss their specific situation directly with the instructor.

### **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:  $\geq 90\%=A$ ,  $\geq 80\%=B$ ,  $\geq 70\%=C$ ,  $\geq 60\%=D$ ,  $<60\%=F$ .

### **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.

See 13.99.99.R0.03 Academic Honesty at <http://web.tamu-commerce.edu/aboutus/policiesproceduresstandardsstatements/rulesprocedures/13students/13.99.99.R0.03Plagiarism.aspx>

### **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.

**Research Paper-Week of July 28<sup>th</sup> (Aug. 1<sup>st</sup>)-**will consist of a 5-7 page paper on an approved topic (cover page and bibliography not included, APA format preferred). Sources (at least five scholarly sources- no Wikipedia, i.e.) 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-Week of July 21<sup>st</sup> (July 25<sup>th</sup>)-** 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. By evaluating current related IB news, information presented in class can be

evaluated by the student in an applied context. Why certain decisions are made by countries/individuals/organizations will become clearer. 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, will then 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).

### **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](mailto:StudentDisabilityServices@tamuc.edu)

## **Topics and Overview**

***Students will be expected to review one chapter per day (Mon.-Thurs)***

**August 14<sup>th</sup> – August 28<sup>th</sup>**

**Participation Grade will be assessed.**

**August 14 - 16** Ch. 1 Globalization  
Ch. 2 National Differences in Political Economy  
Ch. 3 Differences in Culture  
Ch. 4 Ethics in International Business

### **Exam I (August 17<sup>th</sup> over Ch. 1 - 4)**

**August 17 – 20** Ch. 5 International Trade Theory  
Ch. 6 The Political Economy of International Trade  
Ch. 7 Foreign Direct Investment  
Ch. 8 Regional Economic Integration

### **Exam II (August 21<sup>st</sup> over Ch. 5 - 8)**

**August 21 - 23** Ch. 9 The Foreign Exchange Market  
Ch. 10 The International Monetary System  
Ch. 11 The Strategy of International Business  
Ch. 12 Entering Foreign Markets

### **Exam III ( August 24<sup>th</sup>)**

**August 24 - 27**      Ch. 13 Exporting, Importing and Countertrade  
Ch. 14. Global Production, Outsourcing, & Logistics  
Ch. 15 Global Marketing and R&D  
Ch. 16 Global Human Resource Management

**FINAL EXAM August 28<sup>th</sup> over Ch. 13 - 16)**

