MKT 420-International Business  
Texas A&M University-Commerce  
Fall 2015  
TR 12:30-1:45pm, (01E)  
Tentative Course Syllabus

Instructor: Elva A. Resendez, MBA  
E-Mail: Elva.Resendez@tamuc.edu;  
Subject area on all email correspondence…your name, course name & section number  
Office: McDowell Administration Bldg. 337A  
Office Number: (903) 886-5376  
Please leave a clear message when leaving a voice mail.  
Office Hours: MWF 12pm-1pm; TR 11:00pm-12:00pm

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. Upon course completion, students will be able to  
view themselves as engaged citizens within an interconnected and diverse world.

- 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.

*Using other editions will cause variances in assignments. Using the 8th edition is recommended.*

**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. 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.

**NOTE: Late Arrival to Class:** Occasionally, students may be unavoidably late to class. Should you to arrive late, please enter quietly with minimal disruption to class. I would rather have a student make an effort to be in class if at all possible. Arriving late should be an exception not a rule. Should late arrivals become an issue; the student will be contacted directly. Students who commute should allow time for traffic and parking.

Students with any concern regarding absences should discuss their specific situation directly with their 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: ≥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 classroom 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-Week of Oct. 22nd 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 Nov. 19th - 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 (SEE ONLINE RUBRIC in ecollage).

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, and will then detail the relevance of the article to international business. An original copy (or screenshot) of the article must be included. Full reference information should be provided for each article per APA guidelines (include DOI’s if available). The Global Project Journal should include a cover sheet, and each article submission should include at least one page of a reference, summary and relevancy and one page of a screenshot or copy of the article. Thus each article submission should be about two pages for a total of ten (10 pages) minimum and a cover sheet for a minimum of 11 pages for the complete Global Project Journal.

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

Student Conduct
A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.
Topics and Overview

Aug. 31st
   Globalization
   National Differences in Political Economy
   Political Economy and Economic Development
   Differences in Culture
   Ethics in International Business

Exam I (Week of Sept. 22nd)

Sept. 28th
   International Trade Theory
   The Political Economy of International Trade
   Foreign Direct Investment
   Regional Economic Integration

Exam II (Week of Oct. 15th)

Oct. 19th
   The Foreign Exchange Market
   The International Monetary System
   The Strategy of International Business
   Entering Foreign Markets

Exam III (Week of Nov. 10th)

Nov. 12th
   Exporting, Importing and Countertrade
   Global Production, Outsourcing, and Logistics
   Global Marketing and R&D
   Global Human Resource Management

Exam IV (Week of Dec. 17th - Final Exams)