

MGT 380 INTERNATIONAL MANAGEMENT AND BUSINESS

Spring 2018

Section 23198, MGT 380-02W

Professor: Dr. Lloyd M. Basham

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Main email: Lloyd_Basham@TAMU-Commerce.edu Office: Main Campus, Room 307 Office Hours: Tuesday & Thursday 12:00 Noon -3:00pm Phone: 903-886-5698 Fax 903-886-5702		Lloyd Basham
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Hello, my name is Lloyd and welcome to MGT 380, International Management and Business with Texas A & M University-Commerce. I am looking forward to being your instructor in the future fifteen weeks. There is no doubt that after the conclusion of this course we will look back upon this period as being a personally enhancing experience for each of us. My challenge to you, as a mental preparation for this class, is to give thought to "significance" and its meaning to you and its application to the forthcoming material in MGT 380. It is my objective to make a difference in your educational experience and likewise I hope to make a lasting impression on you as I am sure that you will with me. Let us begin the journey!

Special Note on the Class Schedule:

Please note the course is scheduled to run from January 16,2018 to May 6, 2018. Each week will begin on Monday [except Week One which will begin on the first day of class, Tuesday, January 16th] (weekly forums will be opened prior to 10:00am) and conclude the following Sunday evening at 11:59pm. The final day of the course will be Sunday, May 6th at 11:59pm with the deadline for the submission of the Exam IV. (There will be a Spring Break in Week 9 – March 12-18)

Course Description:

This course is designed to give students a fundamental understanding of the environment in which international business operates and of the management practices required to compete successfully in global markets. Prerequisites: Junior standing.

Course Objectives

The course introduces elements of international business which challenge and enable businesses and individuals to compete successfully in the global marketplace. Students will review and examine the international business environment (strategy, entry, culture, ethics, etc.) with an emphasis in management and an outlook on future growth and expansion. Upon course completion, students will view themselves as engaged citizens within an interconnected 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.
- Understand the challenges of management in individual international markets and in worldwide operations and the future of International Business Management.

Requirements of course: All communication, instructions, assignments, exams, feedback, etc. will utilize eCollege. An individual's personal email address (other than the one assigned by the university); will NOT be utilized for communication, instructions, assignments, exams, feedback, and activity in this course and class. Instead we will use the Virtual office within the course in eCollege and the email address as assigned by the university will be forum for communication.

Due Dates and Late Assignments

All assignments and papers are due on the assignment day and must be turned in to the respected week's assignment dropbox by 11:59pm on date as designated in each Week's assignment instructions. Assignments are late if not submitted on the due date and designated time. No exceptions or extensions are given for the scheduled due dates regardless of reasons ((including vacations, travel [both personal and work related], personal, illness, medical emergencies, do not have text or the correct edition, hardware software and connectivity issues (computer "froze up"), forgot the date of the assignment and/or entered the wrong date of the assignment on my calendar (both of these can be avoided by opening each week's forum on Monday (same as attending class) which will address the requirements of the week and in many cases provided an reminder of the next week), prepared the assignment but did not post it or forgot to post it in the dropbox by the due date and/or posted the assignment in the incorrect

dropbox,,etc, so plan and organize [management acumen,] accordingly). If not submitted on time or prior to or on the due date they will not be graded and accordingly zero points will be assigned to that assignment. *The EXAM IV is due on Sunday, May the 6th at 11:59pm without any exceptions and/or extensions.*

Turning in assignments during the course:

Unless instructed to do so later in the term, assignments must be turned into the respected week's dropbox by 11:59pm on the designed date as specified in the assignment instructions."

All assignments should follow the formatting instructions presented below. **When providing feedback on assignments and reporting grades, the instructor usually reports grades on a feedback scorecard one week following their submittals.** This week period is needed to provide the instructor an adequate amount of time to read thoroughly each assignment submission. Please review the applicable assignment Rubrics in the Document sharing files. Assignment requirements will have FULL TEXT page requirements from top to bottom margin of each page for all members of the class. Instructor utilizes a scorecard form (instead of eCollege's Grade book) that allows detail feedback – an example of which will be provided in the first week of class.

Style and format for assignments:

Students are expected to write skillfully and professionally in the workplace. Accordingly, the instructor intends to hold students accountable for the quantity and quality of the written work they turn in. Use the following guidelines for all assignments that will be turned in to the instructor during the course. Points will be taken off for not following the format requirements. The papers must be:

Typed (word processed)

Margins: one inch on the top, bottom, and both right and left sides

Spacing: double-space

Font: Times New Roman 12-font

Page size = letter; Use a standard 8-1/2 by 11-inch paper format

APA 6th Edition Format (Any Web site will provide examples, particularly the references page) (Every student should have taken Research 595 as the first course of the program; therefore, compliance with APA formatting should not be an issue).

Use headings to identify the parts of the assignment

Course Policy for Drops and Incomplete Grades:

Student discipline to meet due dates for course assignments, exam and the Research Paper are required. We will move quickly and intensely throughout this course so be prepared to dedicate a minimum of three to four hours per week of your life between now and May 6th. Incomplete (I, which are reserved for Thesis and Dissertation courses and X) grades will not be assigned in this course.

****This is upper undergraduate level study and research so there is no such thing as make-up, redoing or resubmitting an assignment or additional credit work; especially as substitutes for late assignments.** One or both of the following is applicable. As an employee of your professional organization of products and services; the organization expects quality, accountability and responsibility in your performance; thereby, the same expectation and standards are applicable to all work in this course. As a consumer of products and services you expect quality, reliability, and functionally, thereby the same expectation and standards are applicable to all work in this course. And this also applies to submitting your assignment in the appropriate week and assignment dropbox. Submitting an assignment in the wrong dropbox indicates that a student is not following instructions and/or not diligent in their work habits and reflects on the quality of their work.

Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class posting or assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

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.

Course Text:

International Business, A Managerial Perspective, Eighth Edition, Griffin and Pustay.
ISBN 13:9780133792355

Arrangement and Structure of Course:

The course material will be organized around week lessons. Some lessons may be slightly more heavily weighted in the grading than others. Each week lesson will include reading assignments and either an exam or Research paper.

RESEARCH PAPER ON AN INTERNATIONAL MANAGEMENT AND BUSINESS TOPIC.
(20% of total course grade) Due date

The Research Paper will be on an International Management and Business topic that is very importance to the culture, climate and operational needs within the International activity. The topic will be assigned on January 24th utilizing a drawing process. The drawing process will be as follows: Numbers equal to the number of the students enrolled in the class will be extracted from a “hat” by the Administrative Assistant for the Department of Management. After the recording of the number, the Administrative Assistant for the Department will then extract a topic from other “hat.” This topic selected will be assigned to the number previously drawn. And the process will continue until all numbers from the “number hat” has been drawn and a topic has been recorded for each number drawn. Then the instructor will take the number on the student roster and the number which the student has on the student roster will be the corresponding number which has been drawn and accordingly been given the topic which has been drawn for that number. An email with the student’s individual scorecard as an attachment will be sent to the student’s university email on January the 25th. The topic drawn will be listed next to the Research Paper line item within the scorecard. The paper must use APA style and have a minimum of 12 pages (full page text from top to bottom margin – these pages are in addition to the Cover page, Table of Contents page, Abstract page, Reference page and Appendix page) with a minimum of 10 references in the reference page. Please see Research Paper rubric requirements in the document sharing files.

The paper must use APA style. A template will be posted in the Document Sharing files as to format for paper in APA style.

The Research Paper will be due on Sunday, APRIL 22nd prior to 11:59pm. There will not be any exceptions or extensions for the due date and time.

Specific information

A page limit will be strictly enforced for the written lessons. This page limit has been determined as necessary to evaluate if the student has grasped and can practically apply the concepts of the week’s activity. There will not be any restriction as to the maximum number of pages that the student may wish to submit with the assignment.

Also, an Appendix (chart, graph or illustration) is a required and mandatory part of the assignment as the Appendix has major point value, please refer to the applicable Rubric). If one cannot create a chart, graph or illustration from the text of their submittal then they do not understand what they have written nor can they practically apply it in addition to the standard acumen of executive presentations being charts, graphs, and illustrations.

AN EXAMPLE OF APA FORMATTING WILL BE PRESENTED IN THE DOCUMENT SHARING FILES.

Turnitin tool:

The Research Paper will be reviewed by the research tool Turnitin. Instructor's cut-off acceptance is less than 25%. If your submittal reflects a Turnitin percentage higher than 25%, then the assignment will be viewed and graded as a plagiarism submittal and assigned zero points. **Accordingly, you should avoid any cut and paste and write your assignment in your own words. Avoid multiple words and continual words within a phrase, sentence, or paragraph from reference sources which will activate the Turnitin indicator of use of other authors or sources of copyrighted work. Also, avoid cut and paste from previous course assignments as this will also increase your turnitin percentage.** To review your work and the percentage calculation, post your submittal earlier than the cut-off date and time. It will reflect the percentage. Therefore, if you have a high percentage you can rework and replace sentences, etc. into your own words. Then, post your assignment again prior to the cut-off date and time. Instructor will grade the last posted submittal prior to the cut-off day and time. Any submittal posted after the cut-off date and time will not be graded. If the late submittal is the only submittal then accordingly it will be assigned zero points. Thus, submit early instead of waiting until the "last minute." Also, please do not email me as to why your percentage is greater than 25%. All you have to do is click on the "color" of Turnitin and it will list all the sources/reasons as to why your percentage is causing the over 25% and you can go back and correct your causes of the percentage. Please review the Graduate Student Handbook on the potential consequences of submitting a second submittal that is labeled plagiarism. **IN SUMMARY WRITE THE PAPER IN YOUR OWN WORDS NOT SOMEONE ELSE'S**

Point Values for the Course Assignments:

	Due	Points
Individual		
Exam I		20
Exam II		20
Exam III		20
Exam IV		20
Research paper		20
		100

The instructor does not "grade on the curve." The instructor does not recognize the sometime expectations of students that grades and/or a certain grade are an entitlement. Instead, the instructor's philosophy is a student's grade is earned based on his/her performance.

How points equate to grades

89.5- 100	A
79.5- 89.4	B
69.5- 79.4	C
59.5- 69.4	D
<59.5	F

Tentative Schedule:

Lesson	Assignment Day/date	
Week One	Tuesday, January 16	Sunday, January 21
Week Two	Monday, January 22	Sunday, January 28
Week Three	Monday, January 29	Sunday, February 4
Week Four	Monday, February 5	Sunday, February 11
Week Five	Monday, February 12	Sunday, February 18
Week Six	Monday, February 19	
EXAM I		

		Sunday, February 25
Week Seven	Monday, February 26	Sunday, March 4
Week Eight EXAM II	Monday, March 5	Sunday, March 11
Week Nine Spring Break	Monday, March 12	March 18
Week Ten	Monday, March 19	Sunday, March 25
Week Eleven	Monday, March 26	Sunday, April 1
Week Twelve EXAM III	Monday, April 2	Sunday, April 8
Week Thirteen	Monday, April 9	Sunday, April 15
Week Fourteen RESEARCH PAPER	Monday, April 16	Sunday, April 22
Week Fifteen Student Review	Monday, April 23	Sunday, April 29
Week Sixteen EXAM IV	Monday, April 30	

		Sunday, May 6

Instructor Bio:

Dr. Lloyd M. Basham,

My practical experiences are as an early corporate America executive retiree with 35 years of corporate background. These associations were with Fortune 200 firms in the Computer/Telecommunications -Motorola and Nortel - and Security/Risk and Financial Services -The Pittston Company- industries in various executive positions both in financial and operational capacities. Presently I am founder/President of a consulting firm LMB LLC. The practice offers financial and management services for organizations experiencing change and need assistance with process changes, structural development, and strategic direction as well as assisting start-up ventures with the development of business plans. Recent clients include a Fortune 400 firm with a Lean Sigma initiative project as well as merger and acquisition endeavor and a NASDAQ firm with a business development (marketing strategy) project. The firm's offerings to higher education include: Development of courses and curriculum for the marketing and management department and the Executive MBA program. Management of the members of the faculty for the department of marketing and management from 2009 through 2013, Graduate faculty status as well as graduate faculty instruction in business courses with accredited institutions of higher learning; affiliation with Texas A & M University-Commerce as Executive Director of President's Cabinet, Chairman of Foundation Board, Advisory Board member for the College of Business and Entrepreneurship and drafter/developer of a co-education agreement between TAMU-Commerce and China University Geosciences Beijing China (CUGB). Have lectured in Beijing, China on the benefits/practices of doing business with an American firm. Assisted Chinese venture firm in the development of a business plan and obtainment of a loan to provide products/services during the 2008 Olympics. Obtained an Ed D in Supervision, Curriculum, and Instruction which was confirmed in May 2010 from Texas A & M University-Commerce. Dissertation was Presidents as Transformation or Transactional Leaders in Higher Education. Graduated from East Texas State University with a BBA in Accounting and MBA in Marketing/Management. In addition, have a MA in International Management from the University of Texas at Dallas. My instructing experiences began as a graduate teaching assistantship while pursuing my MBA. The courses were in Introductory Accounting I and II. Post-graduation, while an officer in the USAF, taught Immediate Accounting courses at night. Received initial online instructional experience as a member of the faculty for the University of Phoenix in 2002 with approval and experience in teaching online graduate courses in Organization Leadership and Change Management, Marketing Management and Management. Also approved and experienced in teaching on premise undergraduate courses in Critical Thinking and Decision Making and Marketing. In addition, have taught, since 2002, on premises undergraduate and online graduate classes as a Professor at Texas A & M University-Commerce. Previously Department Head and Assistant Professor for the Department of Marketing and

Management in the College of Business and Entrepreneurship. Classes instructed at TAMUC have been in Management and Organizational Behavior, Entrepreneur Strategy, Strategy Management, Operations Management, Introduction to Business Finance, Marketing, Distribution Management for Global Markets, Transforming Organizations, Managing on the Edge, Management and Organizational Behavior, Executive Development, Marketing Management, Marketing Environment and Operations and Organizations. Developer of EMBA 535-Global Operations Management and 545, Executive Decision Making and first instructor to instruct original co-hort group with these particular courses. In the Fall 2011 instructed Marketing Management at the International Institute for Higher Education in Morocco.