MGMT 3311 – International Business

Course Description/Overview

This course will survey international business frameworks, trade and investment theories and institutions, multinational corporations, strategy, functional management, operations and concerns.

Prerequisite Knowledge

Students should have junior or senior standing at the university level.

Course Technology

Use of Blackboard, Mc-Graw Hill Connect and Internet resources.

Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or toll free at (866) 942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Instructor: Jun Huang
Department: Management and Marketing
Office: RAS 202
Phone: (325) 486-6610
Email: jun.huang@angelo.edu

Office Hours: Tuesday 10:00 a.m. - 12:00 p.m.
Wednesday: 2:00 p.m. - 5:00 p.m.
Thursday 2:00 p.m. – 3:00 p.m.
Other times by appointment
Course Objectives

Business today is by all measures -- global. No business or industry of any size is immune from the global environment. Even small businesses that purchase and sell only in the U.S. are subject to competition from products coming into the U.S. from overseas or from global issues when their suppliers or consumers become global. Therefore, the global environment affects even employees of such companies. Understanding the global economy and demonstrating respect for diversity and cultural differences, therefore, is necessary for all engaged in business and careers, regardless of the size or type of business or career endeavor.

These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well. In that sense, a complementary objective of the course is to provide you with an environment that will encourage and reward your own intellectual effort, while simultaneously maintaining rigorous standards that identify those who are motivated to pursue excellence in their own educational preparation for a business career.

The objectives for this course are for you to:

- LG3a: Demonstrate knowledge of contemporary business theory and practice in both domestic and global settings; and
- LG5: Demonstrate respect for diversity and cultural differences in both domestic and global settings

Method of Assessing Learning Outcomes

Course content will be posted weekly on Blackboard for self-paced learning.

Core student learning outcomes will be assessed through embedded questions in quizzes, two exams and a final project.

Course Requirements

- Quiz for each chapter and two exams will assess the ability to remember and understand the core knowledge proficiencies related to international Business.
- A final project will assess the competencies in understanding international business as well as logical and creative thinking.

Course Textbook and Required Readings


Your time during the course will be allocated among a set of interrelated activities:

- Read the textbook and complete reading assignment
- prepare for tests and final project
- discuss course topics on discussion forum
Grading Policies

This course employs the following to measure student learning:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Reading Assignment</td>
<td>15%</td>
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<tr>
<td>Quiz</td>
<td>15%</td>
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<tr>
<td>Midterm Exam</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>20%</td>
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<tr>
<td>Final Project</td>
<td>30%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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*There will be a discussion topic for some chapters. Bonus points can be added to your final grade for participating in discussion on the topics.

Your grade will be determined by following grading scale:

- 90 – 100 = A
- 80 – <90 = B
- 70 – <80 = C
- 60 – <70 = D
- <60 = F

Exams

The midterm and final exams will generally involve about 30 – 50 multiple-choice questions. Exams are from 6:00 a.m. to 10:00 p.m. on the scheduled date. You MUST take the exams during these time windows. Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.

Final Project

You will find requirement and instruction of the final project on Blackboard. *The report for the final project is due on 12/07/2018 at 10:00 p.m.*

Be prepared and be practiced
Course Policies

Academic Honesty and Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please don’t violate this trust. Violation of academic integrity will result in a failing grade for the course.

Accommodations for Disability
As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

Student Absence for Religious Holidays
As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

Incomplete as a Course Grade
As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

Grade Appeal Process
As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate
academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Class Activity</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Chapter 1 Globalization</td>
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<tr>
<td>Week 2</td>
<td>Chapter 2 National Differences in Political, Economic, and Legal Systems</td>
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<td>Week 3</td>
<td>Chapter 4 Differences in Culture</td>
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<td>Week 4</td>
<td>Chapter 6 International Trade Theory</td>
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<td>Week 5</td>
<td>Chapter 7 Government Policy and International Trade</td>
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<td>Week 6</td>
<td>Chapter 8 Foreign Direct Investment</td>
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<td>Week 7</td>
<td>Midterm Exam on Oct. 11, 2019 (Friday)</td>
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<td>Week 8</td>
<td>Chapter 10 The Foreign Exchange Market</td>
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<td>Week 9</td>
<td>Chapter 11 The International Monetary System</td>
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<td>Week 10</td>
<td>Chapter 12 The Strategy of International Business</td>
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<td>Week 11</td>
<td>Chapter 13 Entering Foreign Markets</td>
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<td>Week 12</td>
<td>Chapter 15 Global Marketing</td>
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<tr>
<td>Week 13-14</td>
<td>Work on Final Project</td>
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<tr>
<td>Week 15</td>
<td>Final Exam on Dec. 6, 2019 (Friday)</td>
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