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 208

Phone: (325) 486-6610

Email: jun.huang@angelo.edu

Office Hours: Tuesday: 2:00 PM – 5:00 PM Wednesday: 10:00 AM – 12:00 PM.

Other time 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.

Navigating the Course

All materials for this course are located on Blackboard and can be found under Lessons/Units/Modules.
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>Weight</th>
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<tbody>
<tr>
<td>Reading Assignment</td>
<td>10%</td>
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<tr>
<td>Quiz</td>
<td>20%</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>
</tr>
<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 discussion topics for some chapters. Bonus points will 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

Final Grade = Average of Reading Assignments × 10% + Average of Quizzes × 20% + Midterm Exam × 20% + Final Exam × 20% + Final Project × 30%
(Grades of each assignment, quiz, midterm exam, final exam and final project are all 100 points based)

**Late Assignment Policy**

If the assignment is late after due date, 25% of the maximum will be deducted from the assignment score. No assignments will be accepted once they are three or more days late.
Exams
The midterm and final exams will generally involve about 30 – 50 multiple-choice questions. The
time windows for you to take the midterm exam is between 6:00 am on Feb. 28th and 11:59 pm on Feb. 29th. Once you start to take the exam, you have 75 minutes to complete it. Similarly, the time windows for you to take the final exam is between 6:00 am on May 3rd and 11:59 pm on May 4th. Once you start to take the exam, you have 75 minutes to complete it. I urge you to mark exam dates on your calendar now. Missing a scheduled exam 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 05/03/2020 by 11:59 p.m.

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>
</tr>
<tr>
<td>Week 2</td>
<td>Chapter 2 National Differences in Political, Economic, and Legal Systems</td>
</tr>
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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 (Feb. 28 and Feb. 29)</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>Spring Break</td>
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<td>Week 10</td>
<td>Chapter 11 The International Monetary System</td>
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<td>Week 11</td>
<td>Chapter 12 The Strategy of International Business</td>
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<td>Week 12</td>
<td>Chapter 13 Entering Developed and Emerging Markets</td>
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<td>Week 13</td>
<td>Chapter 16 Global Marketing and Business Analytics</td>
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<tr>
<td>Week 14-16</td>
<td>Work on Final Project (submit the final report on May 3)</td>
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<tr>
<td>Final Exam</td>
<td>Final Exam (May 3 and May 4)</td>
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