

MGMT 3311 – International Business

(3 CREDIT HOURS)

Instructor Contact Information

Instructor: Jun Huang

Department: Management and Marketing

Office: RAS 208

Phone: (325) 486-6619

Email: jun.huang@angelo.edu

Office Hours: by appointment

Class Meeting Times

This is a 100% online course.

Navigating the Course

All materials for this course are located on Blackboard and can be found under 'Lessons/Units/Modules'.

Course Breakdown

This course is broken down into 10 Chapters, 2 exams and a final project. See Course Outline below.

Course Technology

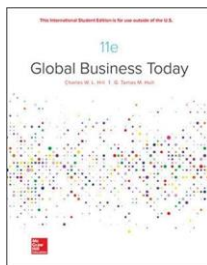
You must be able to utilize Blackboard functionality and McGraw-hill Connect.

Course Overview

This course will survey international business frameworks include globalization, economics and politics of international trade and investment, world's culture, trade and investment theories and institutions, global monetary system, strategy and structures of international business, and global marketing concerns.

Required Reading

Charles Hill and Tomas Hult; Global Business Today, 11e, ISBN10: 1260780589; ISBN13: 9781260780581, McGraw-Hill



Course Prerequisites

There is no prerequisites for this course.

Learning Objectives

After successfully completing this course you will be able to:

1. understand the concept of globalization and explain the main arguments in the debate over the impact of globalization.
2. explain how the economic, political, and legal environments affect international business operations.
3. explain how and why the world's cultures, countries, and regions differ.
4. apply the principal theories of international trade and investment.
5. explain how government and business decisions influence international trade.
6. explain the functions of foreign exchange market and form of the global monetary system.
7. explain how environmental differences support or complicate marketing and global expansion strategies.

Course assessment

Core student learning outcomes will be assessed through Assignments, a midterm exam, a final exam, and a final project.

Course materials and Assignments

Course materials and assignments will be posted on Blackboard. All the assignments must be completed individually and submitted to Blackboard on the upcoming Sunday by 11:59 PM (CST).

Exam

The midterm and final exams will generally involve about 30 – 50 multiple-choice questions. You can take the exams at **any time during the semester (Jan 4 – Jan 22)**. Midterm exam covers chapter 1, 2, 4, 6, 7 and 8. Final exam covers chapter 10 ,12, 13 and 16. Once you start to take an exam, you have 75 minutes to complete it.

Final Project

You will find detailed instruction of the final project on Blackboard under the folder 'Final Project'. The report for the final project is due on 01/22/2021 by 11:59 p.m.

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.

Response Time for Email

I will respond to your e-mails within 24 to 48 hours. I often check my email and typically respond promptly. However, please allow an entire business day before emailing again on the

same question or issue. Emails sent on Saturday or Sunday will receive a reply by Monday or Tuesday. Please do not expect to receive emails from me on Saturdays or Sundays.

Learner Support

Don't hesitate to email the professor with non-technology related questions. For technology-related questions, contact the Technology Service Center (TSC) at (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

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.

Code of Ethics

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.

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>.

Grading Policies

This course employs the following to measure student learning:

Reading Assignment	10%
Quiz	20%
Midterm Exam	20%
Final Exam	20%
<u>Final Project</u>	<u>30%</u>
Total	100%

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)

Course Content	Course Activities	Learning Objective Support
Chapter 1 Globalization <ul style="list-style-type: none"> • Understand what is meant by the term globalization • Recognize the main drivers of globalization Explain the main arguments in the debate over the impact of globalization	<ul style="list-style-type: none"> • Read the Chapter on Smartbook • Complete the reading assignment • Complete the quiz 	Learning Objective 1
Chapter 2 National Differences in Political, Economic, and Legal Systems <ul style="list-style-type: none"> • Understand how the political, economic, and legal systems of countries differ • Explain the implications for management practice of national differences in political economy 	<ul style="list-style-type: none"> • Read the Chapter on Smartbook • Complete the reading assignment • Complete the quiz 	Learning Objective 2
Chapter 4 Differences in Culture Create line graphs <ul style="list-style-type: none"> • Identify the forces that lead to differences in social culture • Identify the business and economic implications of differences in culture • Recognize how differences in social culture influence values in business • Understand business implications of cultural change 	<ul style="list-style-type: none"> • Read the Chapter on Smartbook • Complete the reading assignment • Complete the quiz 	Learning Objective 3
Chapter 6 International Trade Theory <ul style="list-style-type: none"> • Understand why nations trade with each other • Summarize the different theories explaining trade flows between nations • Recognize why free trade is important • Explain the argument of those who maintain that government can play a proactive role in promoting national competitive advantage in certain industries • Understand the important implications that international trade theory holds for management practice 	<ul style="list-style-type: none"> • Read the Chapter on Smartbook • Complete the reading assignment • Complete the quiz 	Learning Objective 4

<p>Chapter 7 Government Policy and International Trade</p> <ul style="list-style-type: none"> Identify the policy instruments used by governments to influence international trade flows Understand why governments sometimes intervene in international trade Summarize and explain the arguments against strategic trade policy Describe the development of the world trading system and the current trade issue Explain the implications for managers of developments in the world trading system 	<ul style="list-style-type: none"> Read the Chapter on Smartbook Complete the reading assignment Complete the quiz 	<p>Learning Objective 5</p>
<p>Chapter 8 Foreign Direct Investment</p> <ul style="list-style-type: none"> Recognize current trends regarding FDI in the world economy Explain the different theories of FDI Understand how political ideology shapes a government's attitudes toward FDI Describe the benefits and costs of FDI to home and host countries Explain the range of policy instruments that governments use to influence FDI Identify the implications for managers of the theory and government policies associated with FDI 	<ul style="list-style-type: none"> Read the Chapter on Smartbook Complete the reading assignment Complete the quiz 	<p>Learning Objective 4</p>
<p>Midterm Exam</p>		
<p>Chapter 10 The Foreign Exchange Market</p> <ul style="list-style-type: none"> Describe the functions of the foreign exchange market Understand spot exchange rates and forward exchange rates Understand the different theories explaining how currency exchange rates are determined Identify the merits of different approaches toward exchange rate forecasting Compare and contrast the differences among translation, transaction, and economic exposure, and explain the implications for management practice 	<ul style="list-style-type: none"> Read the Chapter on Smartbook Complete the reading assignment Complete the quiz 	<p>Learning Objective 6</p>
<p>Chapter 11 The International Monetary System</p> <ul style="list-style-type: none"> Explain the role played by the World Bank and the IMF in the international monetary system Compare and contrast the differences between a fixed and a floating exchange rate system Identify exchange rate regimes used in the world today and why countries adopt different exchange rate 	<ul style="list-style-type: none"> Read the Chapter on Smartbook Complete the reading assignment Complete the quiz 	<p>Learning Objective 6</p>
<p>Chapter 12 The Strategy of International Business</p> <ul style="list-style-type: none"> Recognize how firms can increase revenue and profit by expanding globally Understand how pressures for cost reductions and local responsiveness influence strategic choice Identify the different international strategies for competing and their pros and cons Explain the pros and cons of using strategic alliances to support international strategies <p>Chapter 13 Entering Developed and Emerging Markets</p> <ul style="list-style-type: none"> Explain the three basic decisions that firms contemplating foreign expansion must make Compare and contrast the different modes that firms use to enter foreign markets Identify the factors that influence a firm's choice of entry mode Recognize the pros and cons of acquisitions versus greenfield ventures as an entry strategy 	<ul style="list-style-type: none"> Read the Chapter on Smartbook Complete the reading assignment Complete the quiz 	<p>Learning Objective 7</p>
<p>Chapter 16 Global Marketing and Business Analytics</p> <ul style="list-style-type: none"> Recognize why the attributes of a product, a firm's distribution strategy, advertising and promotional strategies, and pricing strategy might vary from country to country Understand how to configure the marketing mix globally Describe how globalization is affecting product development 	<ul style="list-style-type: none"> Read the Chapter on Smartbook Complete the reading assignment Complete the quiz 	<p>Learning Objective 7</p>
<p>Final Exam</p>		
<p>Final Project</p>		