MGMT 3311 – International Business
(3 CREDIT HOURS)

Instructor Contact Information
Instructor: Jun Huang
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Email: jun.huang@angelo.edu
Office Hours: Tuesday-Thursday 2:30 p.m. - 5:00 p.m. and 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 12 Chapters, 2 exams and a presentation. 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

![Image of Global Business Today book cover]
Course Prerequisites
There is no prerequisite for this course.

Student Learning Outcomes
After successfully completing this course, you will be able to:
1. identify the concept of globalization and the main arguments in the debate over the impact of globalization.
2. describe how the economic, political, and legal environments affect international business operations.
3. examine how the world’s cultures differ due to social structure, religious and ethical systems, language, and education.
4. compare and contrast the principal theories of international trade and investment such as comparative advantage theory, Heckscher-Ohlin theory, new trade theory etc.
5. recognize how government and business decisions influence international trade.
6. identify the two functions of foreign exchange market.
7. compare and contrast the differences between a fixed and a floating exchange rate system.
8. assess how environmental differences, such as economic, political, and cultural differences, support or complicate marketing and global expansion strategies.

Course assessment
Core student learning outcomes will be assessed through two exams (LG3a), and a final project (LG5).

Course materials and Assignments
Course materials and assignments will be posted on Blackboard weekly (every Monday). 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 exam at any time between Sep. 28 and Oct. 4. Once you start to take the exam, you have 75 minutes to complete it. Similarly, you can take the final exam at any time between Nov. 16 and Nov. 22. 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.

Presentation
You will find detailed instruction of the presentation on Blackboard under the folder ‘Course Presentation’. The report for the final project is due on 11/15/2020 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%
- Final Project 30%
- Total 100%

*There will be discussion topics for some chapters. Bonus points (5 pts) 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)
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<thead>
<tr>
<th>Week</th>
<th>Course Content</th>
<th>Course Activities</th>
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| Week 1 | Chapter 1 Globalization  
• 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 | • Read the Chapter on Smartbook  
• Complete the reading assignment  
• Complete the quiz  
• Participate in discussion topic |
| Week 2 | Chapter 2 National Differences in Political, Economic, and Legal Systems  
• Understand how the political, economic, and legal systems of countries differ  
• Explain the implications for management practice of national differences in political economy  
Chapter 3: National Differences in Economic Development  
• Explain what determines the level of economic development of a nation  
• Identify the macropolitical and macroeconomic changes occurring worldwide | • Read the Chapter on Smartbook  
• Complete the reading assignment  
• Complete the quiz |
| Week 3 | Chapter 4 Differences in Culture Create line graphs  
• 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 | • Read the Chapter on Smartbook  
• Complete the reading assignment  
• Complete the quiz  
• Participate in discussion topic |
| Week 4 | Chapter 6 International Trade Theory  
• 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 | • Read the Chapter on Smartbook  
• Complete the reading assignment  
• Complete the quiz |
| Week 5 | Chapter 7 Government Policy and International Trade  
• 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 | • Read the Chapter on Smartbook  
• Complete the reading assignment  
• Complete the quiz  
• Participate in discussion topic |
| Week 6 | Chapter 8 Foreign Direct Investment  
• 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 | • Read the Chapter on Smartbook  
• Complete the reading assignment  
• Complete the quiz |
| Week 7 | Midterm Exam  
Oct. 8 and Oct. 9 |                                                       |
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<thead>
<tr>
<th>Week 8</th>
<th>Chapter 10 The Foreign Exchange Market</th>
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<tbody>
<tr>
<td></td>
<td>- Describe the functions of the foreign exchange market</td>
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<td>- Understand spot exchange rates and forward exchange rates</td>
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<td>- Understand the different theories explaining how currency exchange rates are determined</td>
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<td>- Identify the merits of different approaches toward exchange rate forecasting</td>
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<td>- Compare and contrast the differences among translation, transaction, and economic exposure, and explain the implications for management practice</td>
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<td></td>
<td>• Read the Chapter on Smartbook</td>
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<td>• Complete the reading assignment</td>
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<td>• Complete the quiz</td>
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<tr>
<th>Week 9</th>
<th>Chapter 11 The International Monetary System</th>
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<td></td>
<td>- Explain the role played by the World Bank and the IMF in the international monetary system</td>
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<td>- Compare and contrast the differences between a fixed and a floating exchange rate system</td>
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<td>- Identify exchange rate regimes used in the world today and why countries adopt different exchange rate</td>
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<td></td>
<td>• Read the Chapter on Smartbook</td>
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<td>• Complete the reading assignment</td>
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<td>• Complete the quiz</td>
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<th>Week 10</th>
<th>Chapter 12 The Strategy of International Business</th>
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<td></td>
<td>- Recognize how firms can increase revenue and profit by expanding globally</td>
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<td>- Understand how pressures for cost reductions and local responsiveness influence strategic choice</td>
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<td>- Identify the different international strategies for competing and their pros and cons</td>
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<td>- Explain the pros and cons of using strategic alliances to support international strategies</td>
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<td>• Read the Chapter on Smartbook</td>
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<td>• Complete the reading assignment</td>
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<td>• Complete the quiz</td>
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<th>Week 11</th>
<th>Chapter 13 Entering Developed and Emerging Markets</th>
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<td>- Explain the three basic decisions that firms contemplating foreign expansion must make</td>
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<td>- Compare and contrast the different modes that firms use to enter foreign markets</td>
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<td>- Identify the factors that influence a firm’s choice of entry mode</td>
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<td>- Recognize the pros and cons of acquisitions versus greenfield ventures as an entry strategy</td>
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<td>• Read the Chapter on Smartbook</td>
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<td>• Complete the reading assignment</td>
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<td>• Complete the quiz</td>
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<td>• Participate in discussion topic</td>
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<th>Week 12</th>
<th>Chapter 16 Global Marketing and Business Analytics</th>
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<td>- 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</td>
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<td>- Understand how to configure the marketing mix globally</td>
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<td>- Describe how globalization is affecting product development</td>
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<td>• Read the Chapter on Smartbook</td>
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<td>• Complete the reading assignment</td>
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<td>• Complete the quiz</td>
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<tr>
<th>Week 13 -14</th>
<th>Work on Final Project</th>
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<td>Due by 11:59 pm on Nov. 28</td>
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<th>Week 15</th>
<th>Final Exam</th>
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<td>Dec. 3 and Dec. 4</td>
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