

# MGMT 3311 – International Business

## Course Description/Overview

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

Prerequisite: Junior standing.

### Course Technology

Students should be familiar with the use of word, excel and PowerPoint (or other acceptable presentation) software.

### Class Meeting Times

Online only

### Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at [helpdesk@angelo.edu](mailto:helpdesk@angelo.edu)

## Faculty/Instructor Information

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**Name:** Dr. Sharynn Tomlin, Ph.D.  
**E-mail:** [Stomlin@angelo.edu](mailto:Stomlin@angelo.edu)  
**Department:** Management and Marketing  
**Address:** P. O. Box 10891  
San Angelo, TX 76909  
USA  
**Office:** Virtual

## Office Hours

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**Day and Time:** Remote only

## Course Objectives

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### Learning Objectives:

Demonstrate knowledge of contemporary theory and practice in the field of international business.

- To develop appropriate international business terminology.
- To provide a basic understanding and knowledge of international business principles.
- To apply course material to improve analytical and critical thinking skills
- To develop awareness for diverse viewpoints and ethical business practices.
- To serve as a foundation for more advanced courses in business and international business

**Course Philosophy and Additional Skills Developed:** Research has established that providing opportunities for active learning in the classroom usually improves the overall learning a student takes away from a course. Furthermore, the skills outlined below are critical to developing a desire for life-long learning required to succeed in your career of choice. With this in mind, this class and the lectures have been developed to engage students in discussion, small group work, and other activities to actively engage your participation. Therefore, the following ground rules are applied to the course:

1. Active participation - Everyone - students, professor, and visitors - will actively participate in the class on a daily basis. Attendance is not only expected, but imperative. A portion of your course grade will be dependent upon your active involvement in the course.
2. Cooperation and Mutual Respect - As leaders, we must learn to create an atmosphere of trust in our work teams. This means appreciating the unique set of experiences, beliefs and values each member brings to class. Another important element of trust and respect is listening. Good leaders are notable for the ability to listen to others and ask meaningful questions. Respectful turn-taking in both sharing and listening is expected.
3. Creativity – You will be challenged to create new thought. When we think through something for the first time, we are creating our logic, purposes and reasons for thinking. We are making new assumptions. We are forming new concepts. We are asking new questions. We are making new inferences. We are working out a problem in a direction that is new to us.
4. Problem-solving – You will be required to not only identify problems but also to generate solutions and make recommendations based on a logical and thorough analysis of the alternatives.
5. Individual accountability – All members of the class will be held responsible for their own learning as well as the learning within their individual project teams. No member of any team should feel that he/she is doing more or less than an equal share of the project. Therefore, each team will be given the opportunity to sanction non-contributing team members through the following process: 1) verbal warning by the group with the professor as witness; 2) written warning by the team with a copy submitted to the professor; and 3) firing by the team by unanimous vote and sufficient written documentation provided to the professor.

## Course Textbook and Required Readings

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Publisher: McGraw-Hill Author: Hill, Global Business Today, 12<sup>th</sup> edition with Connect Access Card. ISBN: 9781265952426

Other readings are assigned in a timely manner as needed and are provided to you as PDF, MS Word format, or a link to an online resource will be provided.

## Grading Policies

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This course employs the following to measure student learning.

Smartbook Chapter Quizzes: 16 @ 10 points each = 160 points (there are actually 17 quizzes which allows you to miss one quiz without penalty or earn 10 bonus points)

Exams: 4 @ 100 points each = 400 points

Research Assessment: 40 points

Total points: 600

**Smartbook** Chapter Quizzes (Connect) assignments provide a quick assessment of your mastery of the material in the corresponding chapter. Each assignment should take about 1 hour. There are no make-ups for missed quizzes.

**Exams** are scheduled at the end of each module. There are approximately 50 questions on each exam. Each exam is timed at 60 minutes. There is one logon allowed. Open book and notes are allowed. However, I must caution you that it would be impossible to complete the exam in the time allotted if you have not first adequately prepared for the exam.

**Research Assessment** – There will be a research assessment required. Using globalEdge, you will be required to answer questions regarding a specific issue using the global Edge research site. The assessment will be posted in the 7<sup>th</sup> week of assignments.

**Class Café** is the class discussion board. From time to time I will post a discussion question to generate conversations about a particular issue. The discussion will be focused on the globalEdge research tool. You will want to familiarize yourself with the use of this valuable research tool which could be useful to you in your future career. This is not a graded discussion board but does bode you well when it comes to “rounding” or bonus points. Check your discussion board every week for the discussion topic.

Due dates are noted on the Course Outline.

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90 – 100 % (540-600 pts.)
- B = 80 – 89 % (480-539 pts.)
- C = 70 – 79 % (420-479 pts.)
- D = 60 – 69 % (360-419 pts.)
- F = 59 % and below. (Less than 360 pts.)

### Response Time

Exams and Smartbook quizzes are graded when submitted.

### Missed/Late Work

Late assignments or exams are not accepted.

### Participation

Participation is essential to the successful completion of this class. Online access will be monitored on a regular basis.

### Final Exam

The final exam will be given on the assigned day for finals.

## Course Policies

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### 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, which is in both print and web versions of 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 do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform

the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

### **Plagiarism**

Plagiarism is a serious topic covered in ASU's Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else's work, idea, etc., and passing it off as one's own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

### **Copyright Policy**

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

### **Code of Ethics**

Students, faculty, administrators and professional staff of the Norris-Vincent 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**

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs 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 emailing [studentservices@angelo.edu](mailto:studentservices@angelo.edu), or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
[Dallas.Swafford@angelo.edu](mailto:Dallas.Swafford@angelo.edu)

## **Title IX**

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

**Michelle Miller, J.D.**  
*Title IX Coordinator*  
Mayer Administration Building, Room 210  
325-942-2022  
[michelle.miller@angelo.edu](mailto:michelle.miller@angelo.edu)

**You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form).**

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371* or the *ASU Crisis Helpline at 325-486-6345*.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above.

*For more information about Title IX in general you may visit [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).*

### **Student absence for religious holidays**

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class 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/registrarsoffice/course\\_drop\\_provisions.php](http://www.angelo.edu/services/registrarsoffice/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. For undergraduates, 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 Procedures (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, has experienced inequitable evaluation procedures, or inappropriate grading practices, 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 grade appeal 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 Outline

January		
Week 1:		
18	Introduction	
18	Chapter 1	
19	Smartbook 1	
20	Chap 2	
21	Smartbook 2	
Week 2:		
24	Chap 3	
25	Smartbook 3	
26	Chap 4	
27	Smartbook 4	
28	Chap 5	
	Smartbook 5	
February		
Week 3:		
31	Exam 1	
1	Chaps. 6	
2	Smartbook 6	
3	Chap. 7	
4	Smartbook 7	
Week 4:		



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7	Chaps. 8	
8	Smartbook 8	
9	Chap. 9	
10	Smartbook 9	
11	Exam 2	
Week 5:		
14	Chap 10	
15	Smartbook 10	
16	Chap 11	
17	Smartbook 11	
18	Chap 12	
	Smartbook 12	
Week 6:		
21	Chap 13	
22	Smartbook 13	
23	Exam 3	
24	Chap 14	
25	Smartbook 14	
March		
Week 7:		
28	Chap 15	
1	Smartbook 15	
2	Chap 16	
3	Smartbook 16	
4	Research Assessment due	
Week 8:		
7	Chap 17	
8	Smartbook 17	
9	Exam 4	