

TEXAS A&M UNIVERSITY - TEXARKANA

INTERNATIONAL BUSINESS

MGT 540

Course Syllabus

Spring 2011

Instructor: Dr. Patricia Humphrey and Dr. James Harbin
Office: Room 217 and Room 216
Office Hours: Dr. Humphrey - Monday and Wednesday 2:00 – 5:00 p.m.
Dr. Harbin - TBA
Phone: Office 903-223-3036 Dr. Humphrey
Office 903-223-3007 Dr. Harbin
Email: Patricia.Humphrey@tamut.edu, James.Harbin@tamut.edu
Course Number: MGT 540
Course Title: INTERNATIONAL BUSINESS

Catalog Description: A study of how and why the world's countries differ, a review of the economic and politics of international trade and investment, the functions and form of the global monetary system, and the strategies and structures of an international business's various functions.

Prerequisite(s): None

Text(s): Charles W. L. Hill, International Business - Competing in the Global Marketplace, 8th ed., (McGraw-Hill Irwin, 2010).

Graduate Degree

Program Goals: Graduate students can access graduate degree program goals at: www.tamut.edu/cob.

Objectives: Upon successful completion of this course, the student will be able to:

1. Describe the concepts of globalization and managing the global marketplace.
2. Describe national differences in political economy and differences in culture.
3. Assess the global trade and investment environment.
4. Explain the global monetary system.
5. Discuss the strategy and structure of international business.
6. Explain business operations such as exporting, importing, and countertrade, global manufacturing and materials management, accounting and international business, and finance management in the international business.

Academic Integrity: Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source, constitute academic dishonesty, and may be grounds for a grade of 'F' in the course and/or disciplinary actions. For additional information see the university rules. Examples of plagiarism can be found at www.turnitin.com

Accommodations Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903.223.3062.

Email Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework

Online Learning Center: Located on the Homepage is a link to the Textbook's Website - This website includes a Chapter Overview and Multiple-choice quizzes. Usually the tests include a couple of the multiple choice quiz questions. There are also other resources available, so take the time to explore this site. You will find it helpful!

Tests: Tests will be given online. The dates the test will be available be available are listed below in the Class Schedule and in the Calendar. Tests will be multiple-choice. Former students have suggested reading the chapters, highlighting important topics, then reviewing the highlighted material and the end of chapter summaries before taking the test.

Make-up Test: If you miss a test, you may take a comprehensive final exam to replace your test score. This test will cover all the material in all the chapters.

Submission of

Assignments: Submit your assignments to www.turnitin.com. Turnitin.com is plagiarism detection software. Instructions on how to submit papers to turnitin.com are found on the Homepage. You may submit your assignments early. **Late assignments are not accepted.**

Contact Me: Email through Blackboard is the best way to contact us. We usually check email twice a day during the week. If you have questions, please ask.

Grading: Allow two weeks after the due date for your grade to be posted in Blackboard. Your final course grade will be based on the accumulation of points from four noncomprehensive tests, four assignments and a Research Paper. Your grades will be posted in Blackboard, just click on MY GRADES from the Homepage.

540 - 600 = A	Tests (4 @ 100)	400
480 - 539 = B	Assignments 1 & 2 (2 @ 15)	30
420 - 479 = C	Assignment 3	40
360 - 419 = D	Assignment 4	30
Below 360 = F	Research Paper	<u>100</u>
		600

Class Schedule

<u>Week</u>	<u>Assigned Reading</u>
	1/18 Introduction to Course – take this time to read the syllabus and explore the textbook’s website.
1/24	Ch. 1 Globalization
Ch. 2	National Differences in Political Economy
1/31	Ch. 3 Differences in Culture
Ch. 4	Ethics in International Business
2/7	Ch. 5 International Trade Theory
	Assignment 1 Due 2/13 by midnight
2/14	Test 1 (Chapters 1-5)
2/21	Ch. 6 The Political Economy of International Trade
Ch. 7	Foreign Direct Investment
2/28	Ch. 8 Regional Economic Integration
Ch. 9	The Foreign Exchange Market
	Assignment 2 Due 3/6
3/7	Ch. 10 The International Monetary System
	Research Paper Topic Due 3/13
	Test 2 (Chapters 6-10)

3/14 **Spring Break**

3/21 Ch. 11 The Global Capital Market
Ch. 12 The Strategy of International Business
Assignment 3 Due 3/27 by midnight

3/28 Ch. 13 The Organization of International Business
Ch. 14 Entry Strategy and Strategic Alliances

4/4 Ch. 15 Exporting - Importing - and Countertrade
Assignment 4 Due 4/10 by midnight

4/11 **Test 3 (Chapters 11-15)**

4/18 Ch. 16 Global Production, Outsourcing and Logistics
Ch. 17 Global Marketing and R&D

4/25 Ch. 18 Global Human Resource Management
Ch. 19 Accounting in the International Business

5/2 Ch. 20 Financial Management in the International Business
Research Paper Due 5/5 by midnight

5/9 **Test 4 (Chapters 16-20)**