

**The University of Texas at Tyler**  
**College of Business and Technology**  
**Sample Syllabus**

**Course Number:** MANA 4310

**Required Text:** International Business: Competing In The Global Market Place,  
C.W.L. Hill, McGraw Hill 7<sup>th</sup> Ed., 2009

**Course Description:** American business practices incorporating new technology, the internet, innovative management and benefits brought by entrepreneurs with new ventures and earlier life cycles. These changes are being spread worldwide. This course provides knowledge you need to understand today's international business world.

**Course Objectives:**

**I. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:**

1. To heighten the students' interest in international business by showing them why it's important to them even though they may not be planning for an overseas career.
2. To provide students with relatively simple introduction to international business matters and their development.
3. To encourage the students to tie in what they have learned in the functional areas to international business by pointed out that many of the concepts and business techniques as practiced domestically can be applied to International Business.
4. To point out that international managers must study and compare the various forces in the domestic, international and foreign environments so that they will know when a concept or technique: (1) may be used as is, (2) must be modified, or (3) must even be discarded.

**II. Competencies to be demonstrated in this course include:**

1. Computer-based skills:
  - A. **Word Processing:** Research on the Internet, word processing and graphical software will be expected to be used for the course abstracts and case study assignments.
  - B. **Quantitative and Statistical Analysis:** Where appropriate, analysis of currency exchange and financial transactions will be part of the course requirements.
  - C. **Presentation Software:** PowerPoint or Equivalent
  - D. **Database Manipulation:** Conventional college level use of computer
  - E. **Internet Search Skills:** skills will be expected and demonstrated in graded assignments
2. **Communication Skills**
  - A. **Written communication:** Written skills will be demonstrated by the preparation of 12 written abstracts on current articles under discussion during the semester

- B. **Oral Communication:** Oral communication skill will be demonstrated during the discussion of individual abstracts and current events that are part of the course requirements.
- 3. **Interpersonal Skills:**
  - A. **Team-Based Abilities:** Used during team project
  - B. **Leadership:** Team assignments will require the application of leadership and interpersonal skills.
  - C. **Conflict Resolution:** Clear definition of the problems, their causes and alternate solutions will be encouraged and discussed
- 4. **Critical Thinking/Problem Solving:**
  - A. **Conceptual Thinking:**
  - B. **Gathering and Analyzing Data:**
  - C. **Quantitative/Statistical Skills:**
  - D. **Creativity and Innovation:**

Throughout semester comparative analysis, both qualitative and quantitative and made in both class lectures and home work, all of which are graded.
- 5. **Ethical Issues:** An examination of the social-culture differences of ethical issues. One of the major ethical dilemmas facing western democracies is whether to do business with totalitarian countries that routinely violates the human rights of their citizens. Currently, China, Chile, Iraq, Pakistan, are targets of such criticisms-Subjects such as product liability, work safety, environmental protection, and their ethical considerations are examined.
- 6. **Personal Accountability for Achievement:**
  - A. **Meeting Deadlines:**  
Abstracts
  - B. **Quality of Work Performed:**

Class assignments are time related and all abstracts and tests are graded.
- 7. **Competence in Basic Business Principles**
  - A. Competence in Major Field and grounding in Other Major Core Areas:
  - B. Awareness of International as well as Domestic Implications of Business Decisions
  - C. Understanding and Appreciation of Strategic Impact of Business Decisions:

Visits to local firms, emphasis on pervasive import/exports activities

### III. **Outcomes:**

The students are expected to leave this course with these competencies:

1. To appreciate the dramatic internationalization of markets.
2. To understand the complexities of international business
3. To identify ideological forces that affect business and understand the terminology used in discussing them.
4. To understand the importance to business of government stability and policy
5. To realize that the currencies of countries change in value and how it affects international trade.

**Class Meetings:** Two One hour and fifteen minute sessions per week for 16 weeks plus final exam.

**Teaching Method:** Lecture, Case Studies, Class Discussion, and Written Case Analysis.

Topics Covered:

<b>Topics</b>	<b>Hours</b>
The Nature of International Business	15
International Environmental Forces	15
The Organizational Environment	15
Total	45

**Evaluation:**

The final course grade will be the result of four separate inputs:

1. First Exam 25%
2. Second Exam 25%
3. Final Exam 25%
4. Class preparedness and written abstracts 25%

The first and second exams will be 1-hour exams. The final will be a two hour exam.

The class preparedness and participation grade will be based upon 10 acceptable articles abstracts and the instructor's evaluation of each student's contribution to the class discussion.

**Grading:**

90-100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

“Academic dishonesty, such as unauthorized collusion, plagiarism and cheating, as outlined in the Handbook of Operating Procedures, The University of Texas at Tyler, will not be tolerated. University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.”

“If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support Services office so that the appropriate arrangements may be made. In Accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 111 or phone (903) 566-7079 (TDD 903-565-5579).”

## **College of Business and Technology Standard of Ethics**

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.