

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS AND TECHNOLOGY
FALL 2019
Course Syllabus - Version 1.1 (08/12/2019)

COURSE NUMBER: MANA 3312.001
COURSE TITLE: International Business
INSTRUCTOR: Dr. Miguel Caldas, Professor of Management
OFFICE LOCATION: COB 350.25
PHONE NUMBERS: (985) 869-1637 Mobile
EMAIL: mcaldas@uttyler.edu (best way to reach me)
OFFICE HOURS: On campus: 12:00-1:45 PM Thursdays (@ BUS 350.25); or
Weekly Zoom (<https://uttyler.zoom.us/j/9858691637>) times: **Wed 6:00 pm Central** (see schedule for variations and exceptions); or *by appointment*.

CLASS MEETINGS: Tuesdays & Thursdays, 2:00PM - 3:20 PM @ College of Business 00103
Please note **in the schedule dates marked in blue, as those have special times, provisions or events**. Please **check schedule frequently for updates**.

COURSE DESCRIPTION: This course focuses on the understanding of globalization mechanics and on the application of business strategy, operation and practices in a global perspective. Students assume the role of managers analyzing an entry into a foreign country, either as a market, or an investment site. This includes the exploration of the national differences in context (political, economical, socio-cultural), and their implications in company-level actions and international management assumptions and practices; the impact of foreign exchange, of the international monetary and financial community, and of capital markets, on companies' international ventures and risks; the impact of trade policies on companies' international strategies and risks; the key choices managers have in internationalization strategy, organizational architecture, supply chain/operations, marketing, human resources and financial management, as well as in key import/export operations, and how to integrate such choices in a global strategy they should be capable of drafting. The course has immediate applications for students aspiring to become managers in all areas of the firm, and in almost all industries, including manufacturing but also service and their interface.

PREREQUISITE: ECON 2302. Recommended MANA 3311 and MARK 3311 prior to enrollment.

REQUIRED TEXT: **HILL, Charles W. L., & HULT, Tomas M. Global Business Today. McGraw-Hill/Irwin; 10th edition**, 2015. (ISBN: 9781259686696) No Connect code purchase is necessary. **DO NOT PURCHASE THE E-BOOK Version**, as only printed books will be allowed to be used in Open Book Exams, no electronic devices whatsoever.

*You may order this text online from the [UT Tyler Bookstore](#) or call them at (903) 566-7070.
Or you can buy it from any source you choose to (not mandatory to buy from UT Bookstore).*

Other readings: Several other reading assignments, from numerous sources, will be made during the semester, and will constitute a part of the required readings. Always check the detailed schedule & the "Week Tips" sub-folder within each week's folder to know what must be read each week. Within Canvas, optional readings are made available or indicated: find other reading materials in the "Other Materials" tab from the Home Canvas page.

COURSE LEARNING OBJECTIVES

After completing the course, students will:

1. **Comprehend** what globalization is, its causes and forces, and be able to **explain** its consequences
2. **Illustrate** how countries differ in terms of political, economic, and legal systems, level of socio-economic development, culture and ethical approaches
3. **Explain** different theories on why countries trade, internationalize, and promote or hinder FDI (foreign direct investment)
4. **Distinguish** different theories on how currency rates are determined, how foreign exchange generate exposures, and how to manage them.
5. **Explain** the different strategies for competing globally, the different organizational architectures to operate internationally, as well as the different possible entry modes and decisions.

6. **Explain** basic concepts in international business, such as those on exporting and countertrade, those on global production design, those on global marketing, and those on global human resource management (HRM).

GRADING POLICY

Your grade will be determined as follows:

Component	% of Final Grade	Component Points*	Type
<ul style="list-style-type: none"> COURSE SET-UP <ul style="list-style-type: none"> Passing course rule quiz timely Completing all individual assignments 	0 % (missing or late: may result in up to 20 negative points)**	0 to -20 (minus**)	Individual
<ul style="list-style-type: none"> EXAMs (via ProctorU) <ul style="list-style-type: none"> Interim Exam 01 Interim Exam 02 Final Exam 	50 % (average of two best exams will be used:) <input checked="" type="checkbox"/> (25%) <input checked="" type="checkbox"/> (25%)	50	Individual
<ul style="list-style-type: none"> Post-Reading/ Practice QUIZZES: <ul style="list-style-type: none"> "Pass component" (average of highest weekly quiz grades, minus lateness penalties if applicable) Quiz Re-Take Extra Points (taking or re-taking quizzes to get 90% or better) (late quizzes not eligible) 	30 % <input checked="" type="checkbox"/> (30%) +possible 3 points [or 3%] in re-takes (missing quizzes will result in up to 30 negative points)**	-30 to +30** (+3 extra points are possible) (*)	Individual
<ul style="list-style-type: none"> Take Home Assignments <ul style="list-style-type: none"> Average of all turned in assignments in Canvas 	20 % (missing or late: may result in up to 20 negative points)**	-20 to +20**	Individual
o TOTALs	100 %	100	---

*Extra credits, including Quiz Re-Take Extra Points (at the sole discretion of instructor) = 0~7.5 points. Total = 100 points (excluding extra credit)

**Please note that failing some components may produce negative values: i.e., if you do not complete such assignment you do not receive a zero, you will receive the negative value of the assignment, or even negative points of zero-valued assignments.

Grading scale:

Points	Equivalent Letter Grade
90 – 100	A
80 – 89.9	B
70 – 79.9	C
60 – 69.9	D
0 – 59.9	F

Grade determination: **YOU MUST HAVE A GRADE C (or better) ON YOUR FINAL GRADE TO PASS THE CLASS.**

Grades will be posted on Canvas. Students have one week after grade posting to address any grading issues.

COURSE RULES AND POLICIES

This course has several key components and rules, each comprising a set of expectations. To participate in the course and to be allowed to take the exams, **you MUST PASS (80% or better) A COURSE RULE QUIZ by a deadline established in the course schedule**, which (when passed) constitutes your consent and acceptance of all course rules. Students will get 5 free attempts to pass it, and may request additional attempts to the instructor. Failure to take and/or timely pass this quiz will mean exclusion from exams, and any team work. Lateness to pass such quiz by the date defined in the course schedule may subject you to up to 20 negative points in the grade point scale.

Classes and Attendance: The class will meet in the dates and times stated in the first page of the syllabus. All classes will be face-to-face, and **attendance is mandatory in all scheduled F2F meetings**. **Please notice (see schedule) in this blue color certain dates in the course with special times or situations**. **Failure to attend the scheduled F2F classes may also result in automatic exclusion from the examination and loss of all credit for the course**. You are expected to attend all classes, to arrive on time, and to stay until the end of class. A student is considered absent if he or she misses any part of a class; thus, tardiness or departing early from a class will be counted as an absence, at the discretion of the instructor. I'm flexible when reasonable cause is previously (when possible) brought to my attention regarding late arrival, early departure, or entire absence. I will grant everyone up to 3 (three) sick days, no penalties will apply up to three absences.

After 3 absences, negative points and course exclusion will apply as follows: Up to 3 missed classes (sick days): no penalty; 4 missed classes: -7.5 (minus 7.5%) 5 missed classes: -12.5 (minus 12.5%); 6 missed classes: -20 (minus 20%); 7 or more missed scheduled F2F classes: Automatic exclusion.

Non-Mandatory Synchronous Zoom Sessions: The instructor will hold (NON-MANDATORY) synchronous zoom sessions, with the objective of helping interested students with their quizzes, as well as to answer general questions. Historically, students who prepare before the weekly Zoom Sessions and attend the zoom sessions regularly, have an easier time grasping the concepts. The dates and times for all Zoom Sessions are defined in the Schedule. The instructor may send emails advising about date and/or time changes via email if re-schedules are needed

<https://uttyler.zoom.us/j/9858691637>

Or iPhone one-tap (US Toll):

- 16465588656,9858691637# or
- 14086380968,9858691637#

Or Telephone:

- Dial: +1 646 558 8656 (US Toll) or +1 408 638 0968 (US Toll)
- Meeting ID: 985 869 1637
- International numbers available:

https://uttyler.zoom.us/join?m=0U5hxukRyIJg5BE5Q_gCB_PQefk-tkij5

Course internal communication and Access: To communicate with your instructor, use the email and/or telephone number provided on the first page of this Syllabus. As per University policies, all communications with students will be made via each student's patriot email accounts. **No other email address will be used.** It is the student's responsibility to constantly check their email account. Aside from announcements via Canvas, students may not expect their instructor to contact them using another medium. If students miss messages sent to their email, they are still responsible for all instructions and expectations such emails convey, and they must accept the consequences of any oversights on their part. **Please include "MANA 3312-001" at the beginning of your email subject.** Also, please always sign your name so your instructor knows which student it is coming from. If the instructor has not replied in 24 hours (with the exception of weekends, when he may take up to 48 hours), assume he did NOT get your email and try to contact him again, either by re-sending your email, or by calling him via phone. Please note the instructor cannot discuss grades over e-mail.

Academic Integrity Statement: If I believe an exam, a quiz or any type of assignment has been compromised, I reserve the right to retest the whole class, team, or any individual in the class. Violations of the course's honor code include, but are not limited to: possession of, or use of, unauthorized materials during quizzes and providing information to another student. **Violations will result in academic penalties, which may include receiving an "F" in this course.** **All exam questions are proprietary:** it is strictly forbidden to manually or digitally copy, photograph, print, or reproduce, any question in any form. Doing so will be regarded as a serious breach of academic ethics, and will not only make you fail the course, but will subject you to the most serious consequences allowed by University regulations.

Late Work and Missed Exams. Take home assignments: Late take home assignments will be discounted in 20% + 5% per extra day late, until a maximum of 4 (four) days late. Beyond 4 days late, take home assignments will not be accepted at all. **Weekly Quizzes:** Late weekly quizzes will be discounted in 20% + 3% per extra day late, but CAN be taken even if late until the last week of the course. **No make-up exams or quizzes will be given as a default.** With a "best 2 out of 3" exam grade policy, you can take 2 exams and still be fine. If you must miss an exam you feel you need to take, you must make every effort to contact me before the exam. Failure to do so may result in a zero for that exam. Make-up exams, if allowed by the instructor, must be taken one day prior to the scheduled exam. The format of any make-up exam, if granted, will be at the instructor's discretion.

Keeping up with schedule changes: Schedule changes or updates may occur at any time, and the schedule will need to be adjusted accordingly. This syllabus may also require changes at any time. **You are expected to be attentive to syllabus and to class schedule changes or updates** (which you can know of via Canvas) that may affect your deadlines, or presentations dates. You are expected to agree with your classmates on adequate e-mail communications and material delivery protocols to handle the variations in class assignments: **it is your responsibility to maintain yourself "reachable"** through your patriot e-mail and via Canvas and/or agreed communication protocols.

Course Schedule: See Tentative Schedule in Canvas. Schedule is "tentative" because all dates are subject to change, due to last minute changes. Please **check frequently for updates** on Canvas, or during classroom announcements.

INFORMATION AND GUIDES TO GRADE COMPONENTS AND ASSIGNMENTS

Information on Exams (Individual): We will have three exams in this course: two Intermediary Exams and one FINAL Exam, but your **"Exams" Grade will be calculated using the TWO BEST grades out of the three exams.** Therefore, note that the **Final Exam is optional**: if you do well in the two intermediary exams you can skip the Final (Comprehensive) Exam, assuming you are satisfied with your grade up to that point. Or conversely, it means that even if you did miss or not do well in an Interim Exam, that you can get that lower grade expunged by the two other exams you take. All of the exams may contain true vs. false, multiple choice, and/or essay questions, depending on many factors. The types of questions are very similar to the Post-Reading/Practice Quizzes discussed in the next section, and such quizzes are the best source to understanding what will be required in the exams and to preparing for all Exams.

I strongly recommend that before you take the first quiz, **you watch the "TUTORIAL" on that sort of exam under the "Other Materials" tab in the Home Canvas page.**

All exams will be taken on campus, in paper/written form. Please make sure you bring a black ink pen AND a # 2 pencil. You will also be required to bring in a scantron, which can be bought at the bookstore. **All exams are individual, and all of them are OPEN BOOK EXAMS.** You may consult whatever printed material you want, as long as they are yours. **No electronic devices whatsoever.** No texting. No photograph taking of the questions. If a given question demands data, the data you need will be provided to you as an add-on to the question. Even if the exams are Open Book, we STRONGLY recommend that you previously prepare **REFERENCE SHEETs** to take with you to the Interim Exams and to the Final Exam, as per instructed in the Video Tutorial (under the Other Class Materials tab). A reference sheet is NOT merely notes, and previous students frequently suggest that I stress out to new students their critical importance in this course.

All three major exams will happen on the dates and times set on the course schedule. The student registered in the course must arrange their schedules to be available on those pre-set dates and times. **If the student is not sure if he/she can make either time, given personal, professional, or travel commitments, they should not take the course at this time.** Unpredicted events will be treated at the discretion of the instructor. Those dates however may change at the university and the instructor's discretion, but most frequently they remain as initially scheduled.

Information on Post-Reading/Weekly Quizzes (Individual): You will have a practice quiz due every week. Their purpose is to prepare you for the exams and to test the efficiency of your reading and preparation in each segment of the course. I strongly suggest you take these quizzes only AFTER you have thoroughly read the assigned reading for that module, and watched any online content your instructor provided. Then take it as you would take an exam. This will best prepare you for our exams. If the student **timely** passes all quizzes (with a 60% or better), within their 5 free attempts they get for each quiz, they get to (a) see the next module's content; and (b) have the **full average of their highest weekly quiz grades** (meaning the average of the highest grade for Quiz 1, highest for quiz 2, etc.). And by "full", we mean that if the student passes (60%+) all weekly quizzes timely, their grade will not be discounted of lateness penalties.

Weekly Quizzes can generate TWO SOURCES of grade points:

- a) The **"Pass Component" (up to 30 points):** Student gets the full average of their highest weekly quiz grades if they timely pass ALL quizzes within their 5 free attempts per quiz. "Pass"=getting at least **60% correct answers**
 - You get 5 free attempts per quiz. All attempts for all quizzes remain open until the deadline for the last quiz.
 - You can re-take the quiz several times, until you get 60% or better. After passing, unused attempts can be taken whenever. Highest grade goes: no penalty for getting a lower grade in re-takes after timely passing it.
 - If you fail to pass all weekly quizzes, you will not only not get the 30 points, but you **may get up to 30 negative points.** Late quizzes follow lateness policies, which increase per date of lateness.
- b) **Extra Points** (or Extra credit) for **QUIZ RE-TAKES (up to 3 points or 3% bump in the course grade):**
 - * This component is an incentive for people to not merely pass the quizzes, but for people to do the best they can do, or to re-take them as they learn from their mistakes, as a means to improve and learn more.
 - * As an incentive, you can get up to 3 additional points (meaning up to a 3% bump in your final grade!) To be eligible for the extra points, the student must have **TIMELY** passed quizzes he/she is attempting to re-take for extra points. A progressive extra point system will be applied to the QUIZ grade, as an incentive for you to re-take the weekly quizzes (excludes the course rules quiz) trying to do as well as possible:
 - 90%+ in at least 3 quizzes: extra 0.5 points, or 0.5% final course grade bump
 - 90%+ in 4 or 5 quizzes: extra 1 point, or 1% final course grade bump
 - 90%+ in 6 or 7 quizzes: extra 1.5 points, or 1.5% final course grade bump
 - 90%+ in 8 or 9 quizzes: extra 2 points, or 2% final course grade bump
 - 90%+ in 10 or 11 quizzes: extra 2.5 points, or 2.5% final course grade bump
 - 90%+ in 12 or more quizzes: extra 3 points, or 3% final course grade bump

If you miss or if you do not attain at least 60% in any given quiz by its deadline (see schedule), the following module's materials will NOT automatically appear in your Canvas, and you will also not be entitled to extra points coming from that particular late quiz. In case you are late in any given quiz, you will need to complete it late, get the negative point hit for lateness (lateness penalties increase daily), and when you pass you will then finally be able to see the following module's materials. If you exhausted your 5 free attempts, you need to request your instructor/tutor for more, which will cost 5% ea.

Information on Take Home Assignments: A separate document is available in Canvas (under the Assignments tab in the Home Page) detailing the requirements of this type of assignment. All requirements in such document are MANDATORY and should be understood as an integral part of this syllabus and of the course's rules and requirements. Please note, however, that instructor support to each student is contingent on them being timely in their course assignments, as well as in good standing in UT, and in the course.

THIS SYLLABUS IS SUBJECT TO CHANGE.

This is our course plan and main policies document. Nevertheless, due to unexpected events, the syllabus may be revised upon the discretion of the professor. It is the students' responsibility to stay abreast of any such modifications.

STATEMENTS AND POLICIES

Students Rights and Responsibilities: To understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www2.uttyler.edu/wellness/rightsresponsibilities.php>

Grade Replacement/Forgiveness and Census Date Policies: Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Undergraduates are eligible to exercise grade replacement for three course repeats during their college career; graduates are eligible for two.

State-Mandated Course Drop Policy: Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Disability Services: In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

Student Absence due to Religious Observance: Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting.

Student Absence for University-Sponsored Events and Activities: If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement: It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via email) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

UT Tyler Honor Code:

I embrace honor and integrity. Therefore, I choose not to lie, cheat, or steal, nor to accept the actions of those who do.

Your instructor has CHOSEN to embrace this honor code. Watch the following video, and maybe you will join us too:

<https://www.youtube.com/watch?v=puMv1j8rlt0>