

**THE UNIVERSITY OF TEXAS AT TYLER  
COLLEGE OF BUSINESS AND  
TECHNOLOGY**

**COURSE NUMBER:** MANA 5360 (Online)  
**COURSE TITLE:** Global Business Perspectives  
**INSTRUCTOR:** Dr. Jie (Jay) Yang  
**OFFICE LOCATION:** COB 350.51  
**E-MAIL:** [jyang@uttyler.edu](mailto:jyang@uttyler.edu)  
**OFFICE HOURS:** Tuesday 9 AM to 3 PM and Thursday 9 AM to 3 PM.

**COURSE DESCRIPTION:**

This course focuses on the mechanics of globalization and the mastery of business strategy, operation and practices from a global perspective. This includes the exploration of national differences in political economy, culture, ethics, and their implications in international management; the impact of trade policies on companies' international strategies and risks; the key choices managers have in internationalization strategy, organizational architecture, production, marketing and HRM, and how to integrate such choices into a global strategy. This course has immediate applications for managers in all areas of the firm, and in almost all industries.

**REQUIRED TEXTBOOK:**

Text book is **NOT REQUIRED** but highly recommended.

*International Business: Competing in the Global Marketplace [14th Edition]*  
by Charles W. L. Hill (Author)  
ISBN-13: 978-1260387544

**The previous edition is acceptable.**

**COURSE OBJECTIVES:**

After completing the course, students will:

1. **Comprehend** what globalization is, its causes and forces, and be able to **explain** its consequences: how changing international trade patterns, foreign direct investment flows, differences in economic growth rates among countries, and the rise of new multinational corporations are all changing the nature of the world economy and *all* our lives.
2. **Illustrate** how countries differ in terms of political, economic, and legal systems, level of socio-economic development, culture and ethical approaches; furthermore, **evaluate** how differences in such elements should specifically be used to **adapt** their organization's design and strategies, as well as their management practices.

3. **Explain** different theories on why countries trade, why companies internationalize, why nations

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promote or hinder FDI (foreign direct investment). **Predict** the specific implications on firms' strategies (where, when and how companies should compete), and on the mutual effect of companies on trade/FDI policies and on trade/FDI policy instruments on firms' competitiveness and actions.

4. **Distinguish** different theories on how currency rates are determined and the exposures they generate, on how the global monetary system affects the efficiency of currency management, and on how regulation and risk in global capital markets mutually relate. **Evaluate** and **decide** what they can do as managers to manage currency exposure, design strategies that protect their firms from longer-term exchange and economic risks, as well as from the instability in cost of capital.

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. Furthermore, for the businesses they work for, **compare** alternatives and **recommend** (in an **integrated** manner) an international business strategy, an organizational architecture to manage it, as well as which entry mode to implement when taking this company global.

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. **Recommend** if and how their company should conduct exporting; **choose** where their firms should produce globally and how their production systems should be integrated; **judge** if and how their companies' strategy on product attributes, distribution and pricing, should vary among countries; and **decide** the most appropriate staffing, performance and compensation management strategies, to be used by their firm in different nations.

### **EXAM INSTRUCTIONS (Respondus LockDown Browser)**

You will have two exams during the semester. **You are REQUIRED to use Respondus Lockdown Browser** to finish the online exams which will prohibit you from accessing online support and cooperating with other students. Here are the detailed guidelines:

- Select a location where you are comfortable having a video recording taken of yourself and your workspace environment. This area should be free of distractions and interruptions.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace, **only one-page (front and back) handwritten class note are allowed to refer during the exam**
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
  - Avoid wearing baseball caps or hats with brims
  - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
  - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
  - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)

- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

## **GRADED MATERIAL**

<b>Graded Material</b>	<b>Percentage</b>
Weekly Quiz	30%
Mid-term Exam	30%
Final Exam	30%
Essay	10%
<b>TOTAL</b>	<b>100%</b>

## **EXAM POLICY**

The two exams (Midterm Exam and Final Exam) will consist of multiple choice questions. You will have limited time on each exam.

### **Study Guide**

To study each chapter:

Step 1: read the assigned chapters in the textbook;
Step 2: read the PowerPoints to review the assigned chapters;
Step 3: watch the video(s) within the folder;
Step 4: finish the weekly quiz

## **GRADING SCALE:**

<b>Points</b>	<b>Grade</b>
<b>90-100</b>	<b>A</b>
<b>80-89</b>	<b>B</b>
<b>70-79</b>	<b>C</b>
<b>60-69</b>	<b>D</b>
<b>0-59</b>	<b>F</b>

## **STATEMENTS AND POLICIES:**

### **Students Rights and Responsibilities**

To know and 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**

This syllabus is subject to change at the discretion of the instructor.

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>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

### **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).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

### **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. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. 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](mailto:cstaples@uttyler.edu)

### **Student Absence due to Religious Observance**

This syllabus is subject to change at the discretion of the instructor.

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 of the semester.

### **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 planned 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.

### **Emergency Exits and Evacuation:**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

### **UT Tyler Honor Code:**

<p><b>I embrace honor and integrity. Therefore, I choose not to lie, cheat, or steal, nor to accept the actions of those who do.</b></p>
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Your instructor has CHOSEN to embrace this honor code. Watch the following video, and maybe you will choose join us too:

<https://www.youtube.com/watch?v=xVMEQel1Q2A>

### **NOTICE:**

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.