

Texas Wesleyan University Course Syllabus



Term Year Spring, 2021

Course: 3345- BUA-40

Course meets: Monday Evenings,
6:00pm – 8:30 PM, AMB RM 124

Instructor: Randy Lockhart, M. A.
(ABD for PhD)

Office: University, RM 332 in Business Bldg
Physical Office
8713 Airport Frwy, Suite 100
North Richland Hills, TX 76180

Phone: Office: 817-605-7049
Cell: 817-996-6199

Office Hours:
Monday, 5:30pm-6:00pm
And by appointment
Webpage: www.behaviorleadership.com

Email: dlockhart@txwes.edu
randyloc@airmail.net

Course Introduction

The world is changing, and the impact of business is changing. We will explore the concepts of international business and examine the many ways that business is conducted. We will examine the differences in culture, legalities, religion, and politics as they may relate to the world of business. You will explore the failures of organizations that should have been successful and were not. We will look at the reasons that international expansion failed. However, you will also explore the many ways that business have been successful internationally. Now is an EXCITING time for the world of business! We will look at the many reasons that success depends on a qualified approach. You will challenge yourselves!

Course Description

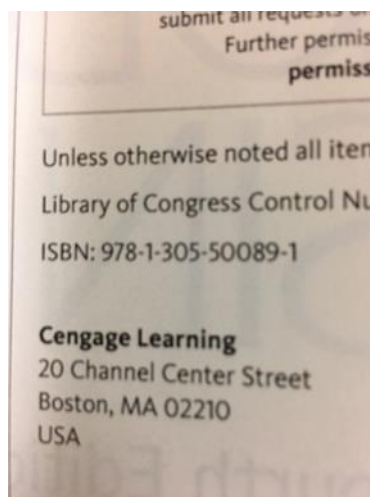
CATALOG DESCRIPTION: GLOBAL ENTERPRISE. **PREREQUISITE:** in ECO 2305 (with a grade of C or better).

A survey of the international dimensions of business. It examines theories of international trade and foreign investment, the location and diffusion of multinational enterprises, the importance of world institutions such as the United Nations and the International Monetary Fund to international business; trends in world trade, investment, and regional integration; and the economic, legal, political, and physical forces present in the world economy today.

NOTE: Pursuant to the 2020-2021 Undergraduate Catalog, students taking this course to satisfy the prerequisite for any future course (within the School of Business) must earn a grade of "C" or higher. Students should consult with their academic advisor on any questions relating to this catalog requirement.

Assess the importance of understanding international business.	Analytical and critical thinking skills Each student will apply analytical and critical thinking skills to business contexts.
Analyze the opportunities and challenges offered by international business.	Analytical and critical thinking skills Each student will apply analytical and critical thinking skills to business contexts.
Evaluate the effects of cultural differences on international business.	Diversity in the workplace Each student will appreciate diversity in the workplace.
Examine trade and investment theories	Analytical and critical thinking skills Each student will apply analytical and critical thinking skills to business contexts.
Examine ethics in cross cultural and international contexts.	Ethical sensitivity and reasoning Each student will demonstrate sensitivity and reasoning ability in ethical dilemmas.
Distinguish and analyze the components of international strategy	Analytical and critical thinking skills Each student will apply analytical and critical thinking skills to business contexts.

Required Materials



Global Business
4th Edition
M. W. Peng
Cengage Publishing
978-1-305-50089-1

Software/Apps/Equipment

Computer/iPad/Smart phone that has capability to have virtual interaction as needed.

Instructional/Learning Methods and Technologies

The learning methods used in this course include the following:

- ☐ Discussion forums
- ☐ Synchronous (real-time) virtual meetings with peers and/or the instructor
- ☐ Streaming video
- ☐ Quizzes
- ☐ Exams
- ☐ Collaborative assignments
- ☐ Independent homework assignments
- ☐ Writing-intensive assignments
- ☐ Clinical or field work
- ☐ Other: Group work and interaction

Instructional Methods

The course will utilize a combination of lecture, class discussion (both in-class and on-line in the discussion section within Blackboard), hands on tools, quizzes, discussions, synchronous (real-time) virtual meetings with peers and/or the instructor, Exams, Group and Individual Project, and video presentation to acquaint students with the subject matter.

Note to students on course work: Get in the habit of working together as a group. Develop study groups, meet regularly and discuss the data presented. The instructor will not cover everything within the book however you, as a student are still responsible for the material. Work together to learn the material. Quiz each other. Conduct “round robin” sessions. Form partnerships so that if you have to miss a lecture, you have someone you can turn to for information you have missed. Prepare yourself for real world situations by learning to perform together as a team. Use index cards to create study aids. Students are encouraged to answer the questions at the end of each chapter.

It is the responsibility of the student to come to class prepared to engage in a “positive” dialogue concerning the material. You are expected to have read the chapters assigned, completed homework, reviewed cases, reviewed current events, and completed exercises.

DISCUSSIONS: Discussions are informal. The criteria that are to be met in discussion are that your messages must be original and intelligible. You must communicate concisely and effectively. In addition, you must meet the weekly requirements for full credit on discussion assignments. Please be respectful of your instructor and your classmates concerning your discussions. I will spend some time each class discussing some of the critical issues, terms and current theories regarding international business that are covered in the text material. I expect you to thoroughly read each of the assigned chapters or other assigned research material or articles prior to class. You can expect me to call on you to participate in class discussions of what's in the assigned material for that week. It is your responsibility to be prepared to discuss the business concepts and information presented in the assigned text and be able to apply it to current business problems reported in national or local media. My teaching style is based on Socrates (Socratic method). I will challenge you far more than I will lecture. I expect you to come to class prepared to discuss issues and be prepared to engage in class discussions.

There will be discussion questions posted in Blackboard that will be graded. You are required to provide a thorough response to the question complete with references. References should also be used as citations that will support or defend your ideas, arguments, points, etc. Use them. If you do not use citations, I will question your response. References should be from scholarly and peer reviewed sources. News media is not considered scholarly, neither is general internet sources.

Note: If you choose not to participate in class discussions your participation grade will suffer. This has caused students to miss achieving the next higher letter grade!

Student Workload Expectation

Special Note

This course is a 3-credit hour course, which means that in addition to the scheduled lectures/discussions, students are expected to do at least 300 minutes of course-related work each week during the semester. This independent learning includes things like: completing assigned readings, participating in lab sessions, studying for tests and examinations, preparing written assignments, completing internship or clinical placement requirements, and other tasks that must be completed to earn credit in the course.

Course Requirements

Submitting and Returning Assignments

Assignment Submission

- Submit all of your assignments via Blackboard. [Exceptions include...](#)
- Use the standard Microsoft® Office programs such as Word, PowerPoint, and Excel (available to you through your txwes.edu Office 365 account) to complete your assignments unless assignment directions specify that you should use a different file format.
- Use the following guidelines when formatting your documents:
 - [A template is loaded in Blackboard. Use it please. Failure to follow the template will result in points deducted.](#)

Assignment Feedback

- I will provide feedback on assessments within [3-5](#) days after submission.

- My feedback will be provided in the form of usually the assignment with notes, or grade posted in Blackboard.
- Your grades will be posted to the Blackboard Grade Center.

Communication with the Instructor

- To contact me with questions and concerns related to this course, you may call me (phone numbers provided) beginning at 6:00am until 12:00 midnight, Monday through Thursday, 6:00am until 6:00pm Friday, 7:00am to 12:00 midnight Saturday, and 12:00pm to 12:00 midnight Sunday, you can email me at the addresses show at the top of this syllabus, and you can text me 24/7. You may also post questions to the Q&A listed in Blackboard and I will respond within 24 hours. The preferred method is to text me, and I will receive the question and respond quicker.

Send questions of a personal nature to me via email or text. I will respond to emails within 24 hours.

Quizzes and Exams

- Most quizzes will be administered through Blackboard
- Exams will be administered through Blackboard with the following:
 - *There will be a time limit for the exam*
 - *There will be a period in which the exam must be completed (will be listed when you take the exam)*
 - *Once the exam is started, it MUST be completed. You will NOT be able to start and stop the exam.*
 - *If you do not take the exam within the time frame allotted, you may not be allowed to take it (unless special circumstances are prevailing)*
 - *.Allow specific time to take the exam and make sure that you do not have internet issues.*

Evaluation & Grading

All grades will be made available to students in Blackboard.

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Attendance/Discussions	10	12	120
Assignments/Quizzes	6	30	180
Exams	4	100	400
Final Project	1	300	300
Total Course Points:			<u>1000</u>

Final Grade	Final Points/Average
A	990-1000
B	980-989
C	970-979
D	960-969
F	0-959

Course Policies

Academic Integrity

- Cheating, plagiarism (submitting another person's material as one's own), or completing assignments for another person who will receive academic credit are not permitted. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the course instructor. [Read the University's Academic Integrity Policy.](#)
- The student is reminded of academic integrity. Plagiarism is a serious offense as is having someone else take your exams or complete your work. Students caught or suspected of committing such offences will be subject to disciplinary action that may cause them to fail the course.
- Academic honesty is highly valued at Texas Wesleyan University. Students must always submit work that represents their original words or ideas. If any words or ideas used in a class posting or assignment submission do not represent the student's original words and ideas, all relevant sources must be cited along with the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the university catalog for more information about academic honesty, including consequences of academic dishonesty.

COVID-19 Policies

- While the University plans to offer instruction face-to-face, due to Covid-19, some or all instruction for all or part of Academic Year 20-21 may be delivered remotely. Tuition and mandatory fees have been set regardless of the method of instruction and will not be refunded in the event instruction occurs remotely for any part of the Academic Year.
- Students are required to wear masks in the class at all times; should wash their hands frequently, watch and maintain adequate social distance from others.
- For your safety, you should sanitize your desk space before and after use.
- International students enrolled in hybrid courses are required to attend the in-person sections and attendance policies will be enforced.
- The University reserves the right to change the instructional modality of this course as needed in response to concerns related to COVID-19 or other public health/safety issues.

Spring 2021 Attendance Policies

1. For the benefit of students, faculty will record the audio portion of all class lectures and make those recordings available to students.
2. Excluding online classes, all class meetings will either be face-to-face (FTF) or virtual.

3. Students are required to attend all FTF lectures either in-person or virtually with the following exceptions:
 - Some classes, labs, etc., require that students attend face-to-face lectures in-person. These classes are identified in the class schedule by the designation **In-person**.
 - With faculty approval, students may learn asynchronously. The asynchronous learning option is restricted and only applies to students residing abroad, or, have other circumstances which limit their ability to attend classes in-person or virtually. Approval for this option must be obtained from the faculty member prior to the first day of class.
4. International students should consult with the Office of International Programs and may be required by federal law to attend all FTF lectures in person.

Instruction/Attendance definitions

- **Asynchronous** – students learning asynchronously are not attending class in-person or virtually. Asynchronous students will be provided recordings of class lectures (audio).
- **Face-to-Face** – faculty deliver live instruction in the classroom. Subject to the restriction noted above (#4) students may choose to attend a FTF class in-person or virtually.
- **In-person**- students are physically present in the classroom during the designated face-to-face (FTF) class lecture.
- **Virtual or virtually** – students attend class using an online platform such as Collaborate or Teams. Students are expected to be online and participate in class at the designated meeting time for the class period.

Face-to-face Class Attendance

Regular and punctual attendance at all scheduled classes is expected of all students. University regulations authorize certain absences of students when representing the University (e.g. participation in intercollegiate athletic competitions, and student government, student development, or fine arts events). Absences that may be necessary to fulfill course requirements and are approved by the Provost are also considered to be authorized.

The maximum number of authorized absences during one semester is five for a Monday-Wednesday-Friday class, three for a Tuesday-Thursday class, and two for a class or laboratory meeting once a week. Additional authorized absences may be granted on an individual basis when extreme circumstances warrant (e.g. advancement to and representation of the university at regional or national level intercollegiate athletic, academic, or fine arts competition).

Faculty Initiated Student Withdrawal from a Course. Unauthorized absences may be excused when caused by illness or other emergencies and should be reported promptly to the instructor. When a student has a number of unauthorized absences equal to the number of days the class meets per week AND has not communicated with the instructor about the absences within 10 calendar days, the instructor must either drop the student from the class or give a grade of incomplete (I) as appropriate.

Individual faculty may not enforce a more restrictive policy than what is set by the University. Students are required to notify instructors prior to any missed class and will be held responsible for all class and laboratory assignments.

Online and Hybrid Class Attendance

Attendance via participation is critical to a student's success in Online and Hybrid Classes. When an online or hybrid class student does not participate in consecutive online activities or does not submit

consecutive assignments AND has not communicated with the instructor about the student's participation, the instructor must drop the student from the class using the Faculty Initiated Student Withdrawal process. Each instructor determines the specific number of consecutive activities or assignments that will initiate the withdrawal, according to the requirements of the particular online or hybrid class.

Other University Policies

- Links to selected University policies are available in [Blackboard under the Student Resources tab](#). The current Texas Wesleyan University [Catalog](#) and [Student Handbook](#) contain all University policies.

Unified Discrimination and Harassment Reporting (Including Title IX):

As noted in the catalog under the Unified Discrimination and Harassment Policy, Texas Wesleyan University is committed to providing an environment free of all forms of prohibited discrimination and sexual harassment. If you have experienced any such discrimination or harassment, including gender- or sex-based forms, know that help and support are available from the following resources:

- Complete online incident report at <https://txwes.edu/student-life/report-a-concern/>
- Contact Campus Conduct Hotline (24 hours a day): (866) 943-5787
- Campus security (24 hours a day): (817) 531-4911
- Dean of Students: deanofstudents@txwes.edu OR (817) 531-4872

Please be aware that all Texas Wesleyan University employees, other than designated confidential resources (i.e., Community Counseling Center) are required to report credible evidence of prohibited discrimination or harassment to the University's Title IX Coordinator, or to one of the Title IX Assistant Coordinators. If you wish to speak to someone confidentially, please contact the Community Counseling Center at (817) 531-4859 to schedule an appointment.

Additional Things For You To Know and Understand

Environment for Learning

Students are expected to help foster an environment conducive for learning. **Students should turn off cell phones, beepers, ipods, and other electronic devices.** It is expected that students will be respectful of their fellow students and not create distractions that will keep their fellow students from maximizing their educational experiences. **SHOULD I HAVE TO SUGGEST YOU TURN OFF A CELL PHONE OR OTHER ELECTRONIC DEVICE, I WILL SUBTRACT A MINIMUM OF 50 POINTS FROM YOUR OVERALL GRADE EACH TIME.** Please refrain from abusive and offensive language (it will not be tolerated), not participating in activities, sleeping, engaging in disruptive behavior, engaging in activities not related to the class, or other activities that may be regarded as distracting. Students demonstrating behavior that is judged by the instructor, or the university to be inappropriate will be asked to leave the classroom and face the potential of failing the course.

Learning should be fun! As your instructor I will make every effort to help create an environment that will encourage learning. When students (and instructors) are having fun, learning becomes part of that environment. There is a difference however between having fun and being disruptive. Students are encouraged not to bring non-students, or students not enrolled in this specific course to class with them. This only adds to the distraction of the learning environment.

COURSE EXPECTATIONS: Failure to turn in assignments by the date due, or timely participation in discussions may result in the student being withdrawn from the course. Emergencies should be

communicated and documented to the instructor as soon as possible. Students are expected to read the assigned texts each week and engage in all activities.

OFFICE HOURS: My office hours are posted at the beginning of the syllabus. Students can always request office appointments or come to my office. Please contact me at least once sometime during the semester so I can know you better. I do have an open-door policy, so let me know when you need to visit with me, time required if necessary. I will be happy to meet students before class or stay after class if you will let me know ahead of time. **If my posted office hours will not work for you, please contact me by email and emails will be answered within a maximum of 24 Hours.**

Syllabus is subject to change.

SPECIAL NOTE: Do NOT schedule to leave the university to return home prior to the date of the final exam!

Note: Course syllabi are intended to provide students with basic information concerning the course. The syllabus can be viewed as a “blueprint” for the course. Instructors will inform students of any changes concerning examinations, the grading or attendance policies, or changes in project assignments.

BUA – 3345-40

Tentative Calendar – Spring, 2021

Week	Date	Topics	Chapters
1	1/25	Welcome & Introduction/Overview, Global Markets History of Globalization Legal, Technological, Accounting, & Political Environments Opening Case page 3 Closing Case Page 29 Opening Case page 35 Closing Case Page 60	1 & 2
2	2/1	The Role of Culture Prepare Opening Case Page 65 The role of religion Islamic Finance Values & Attitudes Case page 87 Closing Case Page 92	3
3	2/8	Leveraging Resources Opening Case pg 96 Closing Case, Pg 116 Assign Video “World is Flat” The World is Flat paper, due 2/14	4
4	2/15	EXAM 1 (Chapters 1-4) - complete by 2/21 Discussion on World is Flat” Trading Internationally Opening Case pg 149 Closing Case, pg 177	5

5	2/22	Investing Abroad Directly	6
		International Environment	
		Opening Case, pg 181	
		Discuss Emerging Markets 6.1 Pg 199	
		Discussion Question Due	
		Closing Case, pg 204	
6	3/1	Dealing with Foreign Exchange	7 & 8
		Opening Case, pg 209	
		The Gold Standard	
		The Bretton Woods System	
		Closing Case, pg 233	
		Capitalizing on Global and Regional Integration	
		Opening Case, pg 237	
		Closing Case 263	
7	3/8	Exam 2 (Chapters 5-8) Complete by 3/14	
		Growing and Internationalizing the Entrepreneurial Firm	9
		Opening Case, pg 297	
		Fair Trade & Free Trade	
		Closing Case, pg 315	
8	3/15	Spring Break ENJOY!	
9	3/22	Entering Foreign Markets	10 & 11
		Opening Case, pg 319	
		Closing Case, pg 339	
		Managing Global Competitive Dynamics	
		Opening Case, pg 342	
		Synergy	
		Closing Case, pg 368	

10	3/29	Making Alliances and Acquisitions Work	12 & 13
		Opening Case, pg 373	
		Closing Case, 397	
		Strategizing, Structuring, and Learning Around the World	
		Opening Case, pg 403	
		In Focus (Moving Headquarters Overseas) pg 413	
		Closing Case, pg 428	
11	4/5	Exam 3 (Chapters 9-13) Complete by 4/11	
		Competing on Marketing and Supply Chain Management	14
		Opening Case, pg 457	
		Closing Case, pg 479	
12	4/12	Managing Human Resources Globally	15
		Opening Case, pg 483	
		Closing Case, pg 504	
13	4/19	Financing and Governing the Corporation Globally	16
		Opening Case, pg 509	
		Closing Case, pg 532	
14	4/26	Managing Corporate Social Responsibility Globally	17
		Opening Case, pg 537	
		Closing Case, pg 558	
15	5/3	Group Presentations	
17	5/10	Final Exam (Chapters 14-17) Complete by 5/10 11:59pm	