



BUS 3345 - International Business

Basic Information:

Instructor Name: Dr. Shengxiong Wu

Home Institution: Texas Wesleyan University

Instructor Title: Assistant Professor of Finance

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Office: TBA

Office Hours: TBA, and by appointment

Course Description:

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.

Course Learning Objectives	BBA Program Goals
1. Identify today's global linkages that drive nations and firms to operate across borders	Functional Theories and Concepts: Each student will apply functional area concepts and theories appropriately.
2. Examine ethical problems and identify key concepts in international business ethics and social responsibility.	Ethical Sensitivity and Reasoning: Each student will demonstrate sensitivity and reasoning ability in ethical dilemmas.
3. Describe trade and investment policies have historically been a subset of domestic policies	Communication Skills: Each student will demonstrate effective communication skills, both oral and written.
4. Analyze the opportunities and challenges offered by international business and the effects of cultural differences on international business.	Analytical and Critical Thinking Skills: Each student will demonstrate effective communication skills, both oral and written.



<p>5. Explain the positive and negative impacts of foreign direct investments on both the host nation and the home nation and identify importance of political and legal environments in domestic and overseas markets.</p>	<p>Discipline-specific knowledge: Students will demonstrate competency in discipline-specific knowledge.</p>
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Required Course Materials:

Textbook: International Business

Edition: 8th Edition

Author: Griffin, Ricky W. & Pustay, Michael W.

Publisher: Pearson

ISBN-10: 0133506290

Link to e-book purchase address:

https://www.amazon.com/International-Business-Managerial-Perspective-8th/dp/0133506290/ref=sr_1_1?ie=UTF8&qid=1498099337&sr=8-1&keywords=International+Business+ricky+8th

Instructional Methods

- This course will involve class lecture and discussion of relevant events and cases.
- Classroom and group discussions are an important part of this class and participation is required.

Course Hours:

This course consists of 18 class sessions, 1 field trip and 4 discussion sessions. Each class session is 160 minutes in length; each discussion session is 160 minutes in length; the field trip is 300 minutes in length. Classes normally meets from Monday to Friday. This course has 76 contact hours in total. Final exam will be on 19th Jan, 2019.

Year Level:

The 3rd Level.

Prerequisite:

N/A

Course Schedule:

Week 1						
Session	24 Dec, 2018	25 Dec, 2018	26 Dec, 2018	27 Dec, 2018	28 Dec, 2018	29 Dec, 2018
Day	M	T	W	TH	F	SAT
Topic (s)	Orientation	Introduction	Chapter 1: An Overview of International Business Chapter 2: Global Marketplaces and Business Centers	Chapter 3: Legal, Technological, Accounting, and Political Environments Chapter 4; The Role of Culture	Chapter 5: Ethics and Social Responsibility in International Business	EXAM I (Chapters 2, 3, 4 and 5)



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Chapter(s)			1&2	3&4	5	
Week 2						
Session	31 Dec, 2018	1 Jan, 2019	2 Jan, 2019	3 Jan, 2019	4 Jan, 2019	5 Jan, 2019
Day	M	T	W	TH	F	SAT
Topic (s)	No Class	No Class	Chapter 6; International Trade and Investment Chapter 7; The International Monetary System and the Balance of Payments	Chapter 8: Foreign Exchange and International Financial Markets Chapter 9: Formulation of National Trade Policies	Chapter 10: International Cooperation Among Nations EXAM II (Chapters 6, 7, 8, 9, 10)	No Class
Chapter(s)			6&7	8&9	10	
Week 3						
Session	7 Jan, 2019	8 Jan, 2019	9 Jan, 2019	10 Jan, 2019	11 Jan, 2019	12 Jan, 2019
Day	M	T	W	TH	F	SAT
Topic (s)	Chapter 11: International Strategic Management Chapter 12; Strategies for Analyzing and Entering Foreign Markets	Chapter 13: International Strategic Alliances	Chapter 15: Leadership and Employee Behavior in International Business	EXAM III (Chapters 11, 12, 13, 15)	Field Trip (5 hours)	No Class
Chapter(s)		11&12	13&15			
Week 4						
Session	14 Jan, 2019	15 Jan, 2019	16 Jan, 2019	17 Jan, 2019	18 Jan, 2019	19 Jan, 2019
Day	M	T	W	TH	F	SAT
Topic (s)	Chapter 16: International Marketing	Chapter 17: International Operations Management	Chapter 18: International Financial Management	Revision	Reading Day	FINAL EXAM
Chapter(s)	16	17	18			
Homework				Exam Preparation	Exam Preparation	



Evaluation & Grading

- **Participation and Country Current Event Presentation:** For this part of your grade, I will assess the quality of your contribution to the class. Since you cannot participate if you are not present, I will take attendance on a regular basis. I also expect you to read the assigned material before each class and to participate by joining in class discussions, class exercises and by asking questions. You are also required to lead a classroom discussion on a country current event in the context of international business course. The assigned person will engage in a 3-minute lecture giving the background to the event. He/she will then engage in the class in a 5-7 minutes discussion about the topic. The individual must email the class his/her topic 24 hours prior to the current event discussion. All students are expected to become familiar with the topic and engage in classroom discussion. This will count towards the class participation component of your final grade. A schedule of current event discussion will be announced in class.
- **Exams:** There are 4 exams in this class. Each exam will consist of multiple choice and short answer type questions.

Possible Points

Participation and Country Current Events	200
Exams (4 Exams @ 200 points each)	800
TOTAL	1000

Absence Policy

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. at athletic, 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 three for a Tuesday/ Thursday class and two for a class meeting once a week.** Additional authorized absences may be granted on an individual basis when extreme circumstances warrant. 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.

As per school's policy, final grades will be determined on the following scale:

Letter Grade	Grade Points
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49

Attendance Policy

Students are expected to attend all lectures, to be there on time, to come fully prepared, to be engaged, to be respectful, and to stay there until dismissed.



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- ✓ Arrive on time: If you are late, enter without disrupting the learning environment of the class and be sure to allow enough travel time between classes so that you are not routinely late.
- ✓ Come prepared to learn: Before coming to class, read the chapter to be covered that day and prepare questions to ask in class.
- ✓ Be engaged: All students are expected to participate in class activities and discussion.
- ✓ Be respectful: Refrain from the following: arguing about controversial topics or grades, talking or texting during class, loud debate, swearing, back-talking, misusing laptops/tablets, phones ringing or vibrating, leaving class early, eating in class, gathering up material before class is dismissed, sleeping in class, tardiness, threatening or harassing students or professors.

Communication Policy

- ✓ Announcements, assignments, and changes to the course may be delivered verbally in the classroom or may be delivered through emails. Students are responsible for all university communication.
- ✓ Keep the instructor informed – If you are having difficulty understanding the instructor, hearing the instructor, keeping up, studying, focusing, etc., please seek for help from the instructor.
- ✓ Personal electronic devices (laptop computers, phones, hand-held devices, etc.) should be silenced prior to the beginning of each class meeting. Classrooms should have a learning environment at all times.

- ✓ No personal conversations are allowed during lecture and talking in class while the instructor is teaching is strictly prohibited. If the student does not obey these rules and is disruptive to other students, they might be asked to leave.
- ✓ Be responsible – know if you are ready for a test – determine when you need outside help – be responsible for knowing where you stand in the class at all times.
- ✓ Be assertive – speak up and seek clarification when you do not understand something.
- ✓ Be polite – if you question something that the instructor has said or something s/he has graded, kindly ask him/her to re-check it.

Exam Policy

Exam attendance is critical and required at the schedule time and day. If you have a last minute emergency, you will need to provide appropriate documentation. Make-up exam must be re-scheduled within 24 hours of the missed exam date or no credit is given. Advance holiday plans or airline reservations are not acceptable reasons for re-scheduling the planned exam date.

Academic Integrity

School demands the highest standards of conduct from students, faculty and staff. All students are expected to be the highest character and to behave honestly in their learning and in their behavior outside the classroom. Students are responsible for knowing and understanding these standards; misunderstanding of the appropriate academic conduct will not be accepted as an excuse for academic dishonesty. If a student is in doubt about appropriate academic conduct in a particular situation, he or she should consult with the instructor of the course and the program director.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- ✓ claiming the work or thoughts of others as your own
- ✓ copying the writing of others into your written work without appropriate attribution
- ✓ writing papers for other students or allowing them to submit your work as their own



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- ✓ buying papers and turning them in as your own
- ✓ having someone else write or create all or part of the content of your assignments
- ✓ submitting the same paper for more than one study or class without explicit permission from the faculty members

Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.

Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from School.

Grades

Grades are considered final when they are submitted to Academic Services. Students should ask their instructors for explanations of their grades if they believe errors were made. Students could consider filing an appeal to the Academic Committee and ask for judgment if they believe they were treated unfairly. Though students are entitled to an explanation of their grades, they should be careful not to harass instructors. Repeatedly calling an instructor about a grade or a few points on an exam or telling an instructor that a certain grade is needed could be considered harassment.