International Business
BUSI 4310 – Spring 2014
Course Syllabus

Texas A&M University – Corpus Christi
College of Business

Instructor Contact Information
Nese Nasif
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Online office hours: Tuesday and Thursday 2:00-3:00 pm

Course Duration
January 22 – May 14, 2014

Course Description and Format
International Business provides a survey of the fundamental concepts regarding conducting business in international markets, including covering issues in different cultural, economic, and legal business environments. The course describes the ideas of international business, as well as using contemporary examples, scenarios, and cases to help students effectively put theory into practice.

This course has a fully online format, and so all instruction and assessment will be conducted through Blackboard. Deadlines are indicated for each instructional activity and accompanying assessment. Therefore, this is not a self-paced class. Content delivery and all communication will be in written form. Instead of traditional classroom lectures, you must read the assigned chapters and online discussions. Since no face-to-face meetings are scheduled, our textbook becomes our main source of information, making it critical that you obtain the correct edition.

Prerequisite
Junior standing or above

Required Textbook

Add/Drop Policy
Students hold the sole responsibility to enroll and officially withdraw from the course. The instructor is not responsible for dropping any student from the course. Failure to officially withdraw from the course will result in the student being assigned the grade earned by the end of the course.
Reward System and Performance Measures

Your grade for the course will be weighted as follows:

- Weekly Discussions: 30%
- Weekly Cases: 30%
- Exams (5 x 5% each): 25%
- Case Study Project: 15%

Four main types of assessments will be conducted over the course of the semester. These performance measures are designed to help you achieve the objectives of the course. Posted to Blackboard will be a preliminary schedule for the assignments, as well as more details that are specific to each assignment. The following is a brief description of each.

- **Weekly Discussions**: On weeks where a discussion is scheduled, students are expected to post an answer/analysis to a question posted by the instructor and post at least three other substantive replies to other students’ answers. Students must post their initial answers by the end of Wednesday, and complete their replies to other postings by the end of Sunday. The content of discussion postings (including individual opinions) must clearly be based on and justified through concepts presented in the textbook, and they must be free of any spelling, grammatical, and other technical writing errors.

- **Weekly Cases**: Case studies can be found in your textbook. The content of the case analyses must clearly be based on and justified through concepts presented in the textbook. Although individual opinions may supplement your answers, all statements must be supported and justified through the examples and theories in the textbook material. Submissions must be typed and free of any spelling, grammatical, and other technical writing errors.

- **Exams**: All exams will be taken online within the four-day window of Sunday-Wednesday in the scheduled week and are based on reading assignments, cases, and online discussions.

- **Case Study Project**: Students must develop and submit an originally written paper, as an end-of-term project, in the style of a case study in international business. It must be about an existing multinational business and contain in-depth research on an issue that is relevant to a main concept in this course. The project will incorporate business operations design, collection of data, and analysis. Format, deadlines and more details will be posted to Blackboard. Students may work on this individually or in groups of up to four people.

Student Responsibility

- **Course Materials** – Students are expected to obtain the correct edition of the textbook by the first day of class. Those students who are unfamiliar with the Blackboard format are expected to use the instructional materials and technical support provided by Blackboard. Although the instructor may be able to provide support for some technical difficulties, it is the primary responsibility of the student to seek out the support services of the university and Blackboard software to address technical issues. Individual technical problems will not be accepted as an excuse for missing a deadline.

- **Contacting the Instructor** – Email through the course’s Blackboard site is the most efficient way to contact the instructor, although the email listed on the front page of this syllabus is also an effective way to ensure a quick response. Do not hesitate to contact the instructor...
when you need help or clarity about the course content, assignments, or any other relevant topic.

- **Time Management** – Each student is expected to log in to the course several times a week throughout the semester to read and/or post new discussion group messages, check email, get updates about the content, and obtain other relevant information. Unless the instructor gives advanced notice of change, deadlines for submissions are final. Late submissions will not be accepted.

- **Professionalism** – Students are expected to interact with each other respectfully. Moreover, written communication should reflect a high level of intellectual scholarship. At a minimum, this means that written work must contain proper grammatical construction and correct spelling. The grade assigned to written work will reflect its professionalism as well as its analytical soundness.

- **Academic Integrity** – Academic dishonesty of any kind is not acceptable and will not be tolerated. Students are expected to submit original work and give appropriate credit for the work of others. Cheating, plagiarism, falsifying data, and misrepresentation of facts will face grade penalty and disciplinary action according to university policy.

**Code of Ethics**
This course, and all other courses offered by the College of Business, requires all of its students to abide by the College of Business Student Code of Ethics (www.cob.tamucc.edu/current_students/ethics.html).

**Major Field Test**
The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the MGMT 4388 course, “Administrative Policy and Strategy.” To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from this class and the other business core courses. Students will enroll in BUSI 0088 “MFT Review” (concurrently with MGMT 4388) during their final semester; this online course should fine-tune their readiness for the MFT by encouraging them to complete the online MFT review materials and required quizzes available on the course Blackboard learning modules.

**Special Accommodations**
The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. This legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. A student with a disability or those who need special accommodations should contact the Disability Services Office at 361.825.5816.

**AGREEMENT TO THE TERMS OF THE SYLLABUS**
This syllabus should be considered a contract, whereby you agree to abide by the terms and requirements stated within. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein. Any changes to the information contained in this syllabus will be posted to Blackboard.