Texas A&M University–Corpus Christi  
College of Business

Summer 2015  
BUSI 4310  
International Business  
MTWR 2:00-3:55 PM  
Room- TBA  
June 1-July 2, 2015  

Dr. A. N. M. Waheeduzzaman  
Office: OCNR 319  
Telephone: 361-825-6014  
Email: waheed@tamucc.edu  
Webpage: http://faculty.tamucc.edu/waheed

Office Hours

Office hours: MW (4:00-5:55 PM), TR (4:00-5:05 PM), and by appointment. Try to use these hours for the betterment of both of us. My office door is always open whenever I am in office. You are welcome to walk-in. I will try to accommodate you as best as I can.

Text and Readings


Reading materials and videos presented in class.

Objective and Learning Goals

The course aims at providing an understanding of international business from a global and managerial perspective. Discussion will include the environment, theories, institutions, and dynamics of international business. Focus will be given on the strategy and operations of the multinationals in a changing global economy. Both theory and practice will be discussed. A description of the topics that will be covered is given in the Course Schedule. Some of the specific learning objectives/goals to be accomplished are as follows.

- Delineate the difference between domestic and international business.
- Understand and appreciate the diversity in international political, cultural, economic, and financial environment facing business.
- Explain the theories of global trade, investment and finance.
- Evaluate a country’s potential for trade and investment with the help of economic, international business or political criteria.
- Assert a global perspective in developing company strategies.
Policy and Method

Method of Instruction: Discussion of chapters in text, videos and project will be the principal method of instruction. Chapter discussion develops the theoretical foundation and the project provides a hands-on research and learning experience. I will discuss chapters in the text with the help of power points. I suggest that you download the power points and read the chapters before coming to class. Please use Blackboard for all instructional purposes. My Webpage at http://faculty.tamucc.edu/waheed can also be helpful. We will follow the Course Schedule provided in the syllabus. Check Announcements regularly, check Blackboard.

Office Hours: The designated office hours are mentioned in the course syllabus. Try to use those hours for the betterment of both of us. My office door is always open whenever I am in office. You are welcome to walk-in. I will try to accommodate you as best as I can.

Attendance and Participation: You are expected to be present in class during the entire class period and sign attendance every day. You will be responsible for all class works whether you attend or not. In case of missed classes supporting documents (medical excuse etc.) must be provided to get credit. Do not sign attendance for others. This is forgery and will lead to penalty. You are strongly encouraged to participate in class during the chapter discussion. Both quality and quantity of participation are important. Attendance and participation is 10% of the grade.

Tests: You will be evaluated on the basis of three tests. Tests will be administered in class. I will give you examples. No makeup test will be given without valid reason. I will determine validity based on university policy. Tests account for 63% of the grade.

Project: The research project is a critical component of the class. It helps you learn by applying the concepts taught in class. Please collect data as per instruction and follow the format to write/present the findings of the study. The project must be typed and submitted on time. Late submission will not be accepted. The project is 27% of the grade. The project and its evaluation matrix are enclosed.

Grading Criteria: As indicated in the previous section, you will be evaluated on the basis of your performance on three criteria: tests (63%), project (27%), and attendance and participation (10%). Actual grading will depend on the distribution of score of the class. A possible evaluation and distribution for grading would be as follows: A = 90%-100%, B = 80%-89%, C = 70%-79%, D = 60% -69% and F = below 60%. Grades will be posted in Blackboard.

Return of submissions: In order to preserve academic integrity all tests/submissions will have to be returned in class after you have seen them. You will not be allowed to take them home. You will be penalized for items not returned. I will preserve the tests/submissions for one semester following the current semester. After that they will be destroyed.

Messaging and Email Policy: If you have class related questions visit me in office, use the office hours. Face to face interaction is more useful in learning. In case you have to use electronic
media, my preferred method of communication would be Blackboard messages. It is relatively easy keep track of messages in Blackboard. I will try to get in touch with you as soon as I can; hopefully, within 48 hours. Please that understand that we teach large classes and as such it becomes difficult for us to respond to messages on time. In extraneous circumstances, you may use email. Use your judgment in sending emails; do not abuse the free mode of communication.

Integrity and Conduct: You are expected to maintain highest standards of integrity and professionalism in your academic work and in in-class conduct. Zero tolerance for academic dishonesty, plagiarism, cheating or misconduct (e.g., cross-talking, cell phones, online distractions in laptops etc.) will be upheld. Turn off cell phones or other electronic devices during class. Consult the University and College policy (e.g., College of Business Student Code of Ethics) on these issues. Deviation or misconduct will lead to penalty.

As an academic community, TAMUCC requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in Article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional situations.

Drop Policy: As an instructor I would like you to be in the class. Let me know if you are facing any difficulty. I will try my best to accommodate you. However, for any reason if you need to drop the class please check the university calendar for the drop dates and refunds associated with it. The dates vary from semester to semester. Also, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation will not automatically result in your being dropped from the class.

Students with Disabilities: As a university, TAMUCC complies with The Americans with Disabilities Act (ADA), a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please visit the university Disability Services office for proper advice. Also, inform me in advance so that I can accommodate you in the class.

Grade Appeals: For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, you may contact the Office of Student Affairs. Usually, the process starts with discussing the matter with me, and, I will try my best to see that fairness prevails.
Exam Proctoring Fee Disclaimer: Please be aware that courses may require the use of exam-proctoring involving third party charges. Exam-proctoring charges may range from $1-$50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.

Syllabus Disclaimer: This syllabus has been created as a guide to the class and is as accurate as possible. However, all information is subject to change. Any changes will be posted on the Blackboard Announcements. The instructor reserves the right to modify/change course requirements as circumstances dictate. You will be notified about the change through Blackboard.

Statement of Academic Continuity: In the event of an unforeseen adverse event, and classes cannot be held on the campus of Texas A&M University–Corpus Christi; this course will continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
### Course Schedule

Please read the chapters before coming to class

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
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<tbody>
<tr>
<td>June 1 M</td>
<td>Globalization and International Business</td>
<td>1</td>
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<td>2 T</td>
<td>The Political and Legal Environments Facing Business</td>
<td>3</td>
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<td>3 W</td>
<td>Governmental Influence on Trade Video: Globalization at a Crossroads</td>
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<td>4 R</td>
<td>The Economic Environments facing Business Waheeduzzaman (2011) article Video: Big Mac: Inside the McDonald’s Empire</td>
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<td>8 M</td>
<td>The Cultural Environments Facing Business Review for test</td>
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<tr>
<td>9 T</td>
<td><strong>Test 1 (Chapters: 1, 2, 3, 4, and 6)</strong></td>
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<tr>
<td>10 W</td>
<td>Global Foreign Exchange Markets The Determination of Exchange Rate</td>
<td>8</td>
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<tr>
<td>11 R</td>
<td>Globalization and Society Video: China’s Capitalist Revolution</td>
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<tr>
<td>15 M</td>
<td>International Trade and Factor Mobility Theory</td>
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<td>16 T</td>
<td>Cross-National Cooperation and Agreements Video: China’s Capitalist Revolution: Opening the Door-How Deng Xiaoping Transformed China’s Economy</td>
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<tr>
<td>17 W</td>
<td>Country Evaluation and Selection Review for test</td>
<td>13</td>
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<tr>
<td>18 R</td>
<td><strong>Test 2 (Chapters: 5, 7, 8, 9, 11, and 13)</strong></td>
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<tr>
<td>22 M</td>
<td>Export Import Strategies</td>
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<td>23 T</td>
<td>Direct Investment and Collaborative Strategies</td>
<td>15</td>
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<td>24 W</td>
<td>Global Manufacturing and Supply Chain Management Video: Is Wal-Mart good for America?</td>
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<td>25 R</td>
<td>Global Manufacturing and Supply Chain Management Video: Black Gold wake up and smell the coffee</td>
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<td>29 M</td>
<td>Marketing Globally Video: Colonel Comes to Japan</td>
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<td>30 T</td>
<td>Marketing Globally</td>
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<td>July 1 W</td>
<td>Project due in class Review for test</td>
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<td>2 R</td>
<td><strong>Test 3 (Chapters: 14, 15, 17, 18)</strong></td>
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Product: Washing Machine
Due in class on July 1, 2015

1. Situation
You are the Manager, International Business Division, of a company that produces various types of consumer and industrial products. One of the products that your company produces is a household washing machine. Your responsibility is to make a Preliminary International Business Environment Analysis for the product in 3 countries of the world. The countries are Chile, Malaysia, and Nigeria (the other set could be Bangladesh, Morocco, and Peru). You must pick the three countries as a set and cannot change countries. Foreign students must not pick their native countries. Based on your analysis the company will decide the country to enter.

2. Data Collection and Presentation
Data for the project should be collected from various secondary sources including Global Market Information Database (GMID), National Trade Data Bank (NTDB), Globaledge (Michigan State University), The World Bank, United Nations, Central Intelligence Agency (CIA), Heritage Foundation, Freedom House, Transparency International and World Economic Forum. For a detailed list see the links on my website. Please understand that the Webpages change quite frequently and I do not have any control over them. Feel free to share updated information with the class.

The findings of the survey should be presented in the following manner.

- Prepare five comparative tables, as enclosed, describing various aspects of the country. Use the same unit/base and the U.S./International dollar fixed exchange rate for your analysis. Usually, the latest year in the default in GMID.
- Conduct a comparative evaluation of the countries and present them according to the format given below.
- Based on the comparative evaluation suggest a particular country that the company should choose to enter. Give specific reasons for your choice.
- Write a comparative analysis, not just a description.

3. Presentation Guidelines and Citations
The report should be presented in a professional manner. It must be typed. Use the American Psychological Association (APA) guidelines for writing style, citations and format. Bell Library has a short handout on APA guidelines. All sources from which data have been collected must be properly cited in the paper as references. Use the enclosed Project Presentation Format to report your findings. Follow the page limitations for each section of the report.

4. Project Submission and Questions
The project must be submitted on time. No excuses will be entertained. The project can be
submitted individually or in group. No more than 5 members can be included in one group. All members of the group will receive the same grade. Form groups at your own discretion. I will not entertain any group related conflicts. Please consult me if you have problem in understanding the assignment. You are advised to use the class time and the office hours for project and class-related questions. Emails should not be substituted for these purposes.

**Project Presentation Format**

Cover page (must contain title, prepared for whom, prepared by whom, time and place)
Executive Summary (must be 1 page)
Table of Contents

I Introduction (must be 1 page)
   Describe the purpose, scope, methodology and limitations of the paper.

II Consumption and Demographics (2-3 pages)
   Use Table 1 for your analysis. Analyze and compare the volume, trend and pattern in three countries. Explain which country is better than others.

III Economic Environment Analysis (2-3 pages)
   Use Table 2 for your analysis. Compare the economic performance of the three countries. Highlight the changes, trends and patterns. Bring in relevant international ratings from Table 5 to support your arguments. Comment on overall economic stability of the countries.

IV International Business Analysis (2-3 pages)
   Use Table 3 for your analysis. Compare the international business environment of the three countries. Highlight the changes, trends and patterns. Bring in relevant international ratings from Table 5 to support your arguments. Comment on country risk, exchange control, and overall investment climate in the countries.

V Social and Political Environment Analysis (2-3 pages)
   Use Table 4 for your analysis. Compare the social and political environment of the three countries. Highlight the changes, trends and patterns. Bring in relevant international ratings from Table 5 to support your arguments. Comment on overall social and political stability of the countries.

VI Conclusion (must be 1 page)

References
Tables 1-5
Charts and graphs
Table 1
Consumption and Demographic Analysis

A. Consumer expenditure on household appliances (in million US $)

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<tr>
<th>Country</th>
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B. Possession of household washing machine (%)

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C. Population in millions (national estimates at January 1st)

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D. Urban households as a percentage of total households

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E. Percentage of households with electricity

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Note: All data for the table should be collected from the GMID. Use the same unit of analysis for comparison. Use the U.S./International Dollar fixed exchange rate. Usually, latest year is the GMID default, use that. If not, change it to latest year.
Table 2
Economic Environment Analysis

A. GDP measured at purchasing power parity (in million US $)

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B. Real GDP growth (in percentage)

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C. Per capita GDP at purchasing power parity

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D. Inflation (in percentage)

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E. Annual Disposable Income (in million US$)

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Note: All data for the table should be collected from the GMID. Use the same unit of analysis for comparison. Use the U.S./International Dollar fixed exchange rate. Usually, latest year is the GMID default, use that. If not, change it to latest year.
Table 3
International Business Environment Analysis

A. Foreign direct investment inflows (in million US $)

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B. Foreign exchange reserves (in million US $)

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C. Exports (in million US $)

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D. Imports (in million US $)

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<th>Country</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country1</td>
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<td></td>
</tr>
<tr>
<td>Country2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country3</td>
<td></td>
<td></td>
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</tbody>
</table>

E. Total Trade as a percentage of GDP

<table>
<thead>
<tr>
<th>Country</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country1</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Country2</td>
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<td>Country3</td>
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</tr>
</tbody>
</table>

Note: All data for the table should be collected from the GMID. Use the same of unit of analysis for comparison. Use the U.S./International Dollar fixed exchange rate. Usually, latest year is the GMID default, use that. If not, change it to latest year.
Table 4
Social and Political Environment Analysis

<table>
<thead>
<tr>
<th>Factors</th>
<th>Country1</th>
<th>Country2</th>
<th>Country3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literacy rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Life expectancy at birth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Form of government</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stability of government policy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government policy towards foreign business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment climate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership in major economic groups</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Note: All figures should be for 2013 or latest available year. For comparison purposes it is better to stay with the same year. Mention all sources from which you collected data.

Table 5
International Ratings

<table>
<thead>
<tr>
<th>Year</th>
<th>Country1</th>
<th>Country2</th>
<th>Country3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Competitiveness Index . Score</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Country Risk Rating . Score</td>
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</tr>
<tr>
<td>Human Development Index . Score</td>
<td></td>
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</tr>
<tr>
<td>Globalization Index . Score/Ranking</td>
<td></td>
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</tr>
<tr>
<td>Index of Economic Freedom . Score</td>
<td></td>
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<tr>
<td>Political and Civil Liberties Rating</td>
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<tr>
<td>Ease of Doing Business Ranking . Score</td>
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<tr>
<td>Corruption Perception Index . Score</td>
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</tbody>
</table>

Note: All figures should be for 2013 or latest available year. For comparison purposes it is better to stay with the same year. Mention all sources from which you collected data.
### Project Evaluation and Grade

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Introduction</td>
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</tr>
<tr>
<td>2 Consumption and Demographics</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>3 Economic Environment Analysis</td>
<td>10</td>
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<tr>
<td>4 International Business Analysis</td>
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<td></td>
</tr>
<tr>
<td>5 Social and Political Environment Analysis</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>6 Conclusion</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>7 Data collection, tables</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>8 Citations and references</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>9 Overall quality and presentation</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>
# Know Your Instructor

## Dr. A. N. M. Waheeduzzaman

### My Statement
I am an academic. I enjoy reading, teaching, conducting research, consulting, writing and publishing. I believe every time I teach a student, publish a paper, make professional presentation, or consult a company, I am making a marginal contribution to the society.  

### Employment
Professor of Marketing and International Business in the College of Business, Texas A&M University-Corpus Christi since 2000. Previously taught at Salisbury State University (Maryland), University of New Haven (Connecticut), North South University (Bangladesh), and Institute of Business Administration (IBA), Dhaka University (Bangladesh).

### Education
Ph.D. in Business Administration from Kent State University, Ohio. Have two MBAs, one in International Business from George Washington University, Washington, D.C. and the other in Marketing from Institute of Business Administration, Dhaka University, Bangladesh.

### Research Interest
Marketing and International Business. Special topics of interest include international competitiveness, emerging markets, convergence and globalization.

### Publications

### Distinctions
Received University Excellence Award in Research at Texas A&M University-Corpus Christi. Received awards for Excellence in Teaching at Texas A&M University-Corpus Christi and University of New Haven, Connecticut.

### Honor Societies
Beta Gamma Sigma (George Washington University), Phi Beta Delta (Kent State University), Alpha Mu Alpha (American Marketing Association) and Sigma Beta Delta (University of New Haven).

### Membership

### Personal
Married, two children. Enjoy teaching, reading, writing, publishing and traveling. Have traveled to over 20 countries of the world.

**Good Luck! Have a Great Semester!**