



## **COB Vision**

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

## **COB Statement of Mission and Core Values**

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

### **1. Intellectual Excellence.**

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

### **2. Community.**

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

### **3. Diversity.**

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

#### **4. Integrity.**

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

### **Learning Goals**

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

## Course Syllabus

### Course Information

<b>Course Number:</b>	MGMT 3342
<b>Course Name:</b>	International Business
<b>CRN:</b>	10874
<b>Semester:</b>	Fall 2014
<b>Location:</b>	COB 307
<b>Class Hours:</b>	12:15-1:30 TR

### Instructor Information

<b>Name:</b>	D. G. McCalman
<b>Office Location:</b>	COB 312 P
<b>Work Email:</b>	davidm@uca.edu
<b>Phone:</b>	450 5342; cell 733 7072
<b>Office Hours:</b>	MTR 8:30-10:30 a.m.; TR 1:40-2:30 p.m.

### Prerequisites

| Consent of the Instructor |

### Textbook and Instructional Materials Required

| Daniels and Radebaugh, International Business: Environment and Operations, 15<sup>th</sup> edition. |

### Course Description

| This is an undergraduate course covering broad aspects of international business, and divided sequentially into two main sections. In the first section, we will explore the general environment of international business, examining how environmental factors influence how business is actually done when crossing national borders. In the second section, having elucidated major environmental factors, we will explore how the international business context affects the operations of business firms, including in particular the traditional business functions. |

### Course Objectives

| Students will gain an understanding of

- \* the political and legal environments facing business
- \* significant macroeconomic influences
- \* trade theories
- \* the impact of governments on trade
- \* foreign direct investment
- \* globalism versus regionalism in trade agreements
- \* international strategies
- \* country evaluation and selection
- \* strategic alliances
- \* international organizational structures for business
- \* international marketing |

## Course Delivery Method

| Classroom Instruction |

## Grading

| Grades will be assigned according to the following scale:

- A. = 89.5
- B.  $\geq 79.5$  and  $< 89.5$
- C.  $\geq 69.5$  and  $< 79.5$
- D.  $\geq 59.5$  and  $< 69.5$
- F.  $< 59.5$

The various components of your grade are weighted as follows: (may or may not be appropriate, and of course your percentages would depend on what you do.)

In-term exams	45%
Individual case analyses	10%
Team presentations	20%
Final exam	<u>25%</u>
	100%

## DESCRIPTION OF MAJOR DELIVERABLES/COURSE REQUIREMENTS

### | Class Schedule:

Week 1	Introduction
Weeks 2-3	The Comparative Environmental Framework
Exam 1	September 11
Weeks 4-6	Trade and Financial Frameworks
Exam 2	October 2
Weeks 7-9	Strategy, Structure and Implementation
Exam 3	October 21
Weeks 10-12	Managing International Operations
Exam 4	November 13
Begin Presentations	November 18
Final Exam	December 11

## **Evaluations (Fall & Spring)**

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

## **POLICIES AND PROCEDURES**

### **Attendance and Drop policies**

| Students are expected to be punctual. Chronic tardiness can result in the docking of points up to a letter grade. There are no direct sanctions against non-attendance of class. However, years of experience have demonstrated to me that there tends to be a strong correlation between absence and poor grades. . |

### **Assignment Submission**

| Assignments are due at the beginning of class on the due date. Late assignment submission will result in the loss of half a letter grade each day beginning on the due date at the beginning of class. |

### **Makeup Exams**

| There will be four in-term exams. The lowest score will be dropped, and the three remaining exams will each be worth 15% of the course grade. Hence, there is no need for a makeup exam, unless more than one exam is missed. If more than one is missed, the student is expected to inform me in advance of the exam, and provide documentation for any reason that I deem worthwhile for providing a later makeup exam. |

### **Classroom Policies**

| Interactive discussion is encouraged. Students are expected to demonstrate respect for one another, and for the instructor. |

## **Academic Integrity Statement**

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

**Disabilities Act Statement**

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

**Sexual Harassment and Academic Policies**

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

**Title IX**

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

**Emergency Procedures Summary (EPS)**

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

**Other Required Materials/Competencies/Resources: None**

**ACCREDITATION & ASSURANCE OF LEARNING**

**Learning Goal(s) Assessed in this Class**

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

**Learning Goals**

**Learning Objective**

**Measure**

**Benchmark**