



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

Course Number:	2310	
Course Name:	Global Environment of Business	
CRN:	20929	28057
Semester:	Spring 2015	
Location:	COB 100	
Class Hours:	10 – 10:50	12 – 12:50

Instructor Information

Name:	Joseph Horton	
Office Location:	COB 211 H	
Work Email:	jhorton@uca.edu	
Phone:	501 450 5310	
Office Hours:	9 - 10 , 11 – 12 MWF; 8 -11 T Th	

Prerequisites:

None

Textbook and Instructional Materials Required:

Global Business Today 8th ed. by Charles W. L. Hill, McGraw-Hill. The Invisible Heart by Russell Roberts. Economics: the Remarkable Story of How the Economy Works by Ben Mathew. We will keep up with current events in economics with the web. This use of technology is a major part of applying what we learn to the real world. From time to time there will be class handouts and internet assignments on particular topics. **I will send assignments to the class at your UCA web mail address, so be sure to check your mail. The class list is set up to allow me to send to the entire class at once. I will never send you an assignment which requires you to pay for it. If I do, please tell me because I did not intend to do so.** There will also be guest speakers. You are responsible for all of these the same as for class lectures and activities and assignments from the textbook.

Course Description:

A general education elective in the category of behavioral and social sciences and a required course of all business majors. The mode of instruction is lecture/discussion. Examination of the various economic, institutional, and cultural practices that guide international trade and commerce in the modern world. Includes international institutions, exchange rates, and commercial policy. Fall, spring, summer.
3.000 Credit hours

Course Objectives:

Students completing this course should be able to explain the manner in which different cultural perspectives affect the recent trends in globalization, the benefits of international trade, the rationale for regional integration and the specific historical experience of the European Union. Students should be able to understand spot and forward markets, and fixed and flexible exchange rates. Students will be familiar with the international monetary system and the activities of key international institutions.

Course Delivery Method:

Lecture and class discussion

Grading:

Grades will be assigned according to the following scale:

- A 90 to 100
- B 80 to 89
- C 70 to 79
- D 60 to 69
- F below 60

There will be four hour exams and a comprehensive final exam. Exams will include both written assignments to be completed out of class and submitted electronically and collaborative work some of which may be done out of class and which will be completed before the exam date. The written work and the collaborative work will be graded and included in the exam grade. I will drop the lowest exam grade. If you miss an exam, that is your lowest grade. The final is automatically the make-up. You do not need to schedule any other time for a make-up. This means that no other make-up exams will be given. It does not matter how good a reason you have for missing an exam. The final is automatically the make up for any missed exam, so no other make up exams will be given for any reason. Each of the 4 exams included in the grade calculation counts 25% of your course grade. If you are satisfied with your grades on the first four exams, you do not have to take the final. It is the grade I will drop. If you missed an exam or have a low grade, the final is your chance to make it up.

Description of Major Deliverables/Course Requirements:**Class Schedule:**

This is a tentative schedule subject to change as required. You are responsible for any changes announced in class or by e mail.

Friday Jan 9

Organization of class. Discussion of Emergency Procedures for CoB. The procedures for this building may be found at <http://uca.edu/mysafety/files/2013/06/bep-cob-eps-20122013.pdf>
Discussion of the textbooks and online Sources. Discussion of the philosophy and importance of the UCA Core. Basic Economics.

	Read Principles of Economics: An Austrian Critique by Quddus and Horton. Copy will be supplied
Monday Jan. 12	Students introduce themselves. Basic Economics with above article by Quddus and Horton. Hill Chapter 1 Globalization. And Mathew ch 1 to 5.
Wednesday Jan. 14	Mathew ch 6 to 12
Friday Jan. 16	Continued discussion of basic Economics. Mathew ch 6 to 12. Read Hill Ch 2 Political Economy for Wednesday.
Monday Jan. 19	Martin Luther King Day No Class.
Wednesday Jan. 21	Discussion of Hill Chapter 2. Political Economy.
Friday Jan. 23	Mathew ch 13 to 17
Monday Jan. 26	continue discussion of Efficiency and Political Economy
Wednesday Jan. 28	Review for First Hour Exam
Friday Jan. 30	First Hour Exam Read Mathew ch 18 to 23 and Hill Ch. 5 for Monday
Monday Feb. 2	Return First Hour Exam. Discuss Mathew and International Trade
Wednesday Feb. 4	Continue discussion of Trade
Friday Feb. 6	Hill ch 6 Government and International Trade Read first 121 pages of Invisible Heart for Monday.
Monday Feb. 9	Continued Discussion of International Trade. And Invisible Heart
Wednesday Feb. 11	Discussion of Government and Trade.
Friday Feb. 13	Hill ch 7 Foreign Direct Investment Read rest of Invisible Heart for Monday
Monday Feb. 16	Invisible Heart, Trade, and Foreign Direct Investment
Wednesday Feb. 18	Review for Second Hour Exam
Friday Feb. 20	Second Hour Exam Read Hill Chapter 3 on Culture for Monday
Monday Feb. 23	Return and discuss second hour exam. Discuss Hill chapter 3 on Culture

Wednesday Feb. 25	Continue discussion of culture. There will be web assignments giving more information on culture and communication.
Friday Feb. 27	More discussion of Hofstede and culture
Monday March 2	Continued discussion of culture. And communication and collaboration with people of other cultures. Read Hill Ch. 4 Ethics for Wednesday.
Wednesday March 4	Discussion of Ethics. Read Friedman on Social Responsibility. Here is the Link. http://www.colorado.edu/studentgroups/libertarians/issues/friedman-soc-resp-business.html
Friday March 6	Guest Speaker Sheldon Richman, Vice President of the Future of Freedom Foundation and Editor of its flagship publication the Future of Freedom.
Monday March 9	Continued discussion of ethics. As we enter the Advising Period and selection of courses for next semester, we will discuss the UCA Core. Information about it will be provided on the web.
Wednesday March 11	Hill ch 8 Regional Economic Integration
Friday March 13	continuation of Economic Integration with emphasis on Europe.
Monday March 16	Economic Integration versus Free Trade
Wednesday March 18	Review for the Third Hour Exam
Friday March 20	Third Hour Exam Read Hill chs 9, 10, and 12 over Spring Break
Monday March 23	Spring Break
Wednesday March 25	Spring Break
Friday March 27	Spring Break
Monday March 30	Hill ch 9 The Foreign Exchange Market
Wednesday April 1	Hill ch 10 The International Monetary System
Friday April 3	Hill ch 12 Entering Foreign Markets

Monday April 6	Discussion of culture, government and economy
Wednesday April 8	Continuation of discussion of culture, government and economy
Friday April 10	Presentation of Team Projects
Monday April 13	Presentation of Team Projects
Wednesday April 15	Review for Fourth Hour Exam
Friday April 17	Fourth Hour Exam
Monday April 20	Return Exam and Determination of grades going into the Final. Note that if you are satisfied with your grade at this time, you do not have to take the final.
Wednesday April 22	Review for Final Exam
Friday April 24	Study Day No Class

FINAL EXAMS

10 AM Class 8 AM Monday April 27 Noon Class 11 AM Wednesday April 29

GOOD LUCK ON YOUR FINALS

and

HAVE A GREAT SUMMER VACATION

Dr. Joseph Horton

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:

Regular attendance is required to benefit from the course and to make the contributions your fellow students expect in class. I do check attendance and whether you arrive in class on time. You are expected to be in class on time and to remain until the end of the period. I will make a judgment regarding the penalty for missing part of a class. If you must be absent for any reason, inform me with appropriate documentation. **If you choose to drop this class or to withdraw from the University, it is your responsibility to follow university procedures. Be sure to turn in the required forms to the Registrar. Do not expect me to drop you from the class.**

Assignment Submission:

All students are expected to take exams at the scheduled time and in the classroom unless the professor has approved in advance taking them with for example Disability Services. Please see the Disabilities Act Statement. A portion of exams will be submitted electronically as Word attachments to e mail.

Makeup Exams:

There will be four hour exams and a comprehensive final exam. I will drop the lowest exam grade. If you miss an exam, that is your lowest grade. The final is automatically the make-up. You do not need to schedule any other time for a make-up. This means that no other make-up exams will be given. It does not matter how good a reason you have for missing an exam. The final is automatically the make up for any missed exam, so no other make up exams will be given for any reason. Each of the 4 exams included in the grade calculation counts 25% of your course grade. If you are satisfied with your grades on the first four exams, you do not have to take the final. It is the grade I will drop. If you missed an exam or have a low grade, the final is your chance to make it up.

Classroom Policies:

This is a course in a professional school. Students are expected to conduct themselves in a professional manner and to show respect for others. I want to help you to do your best and to learn as much as you can. If you do not understand something, ask a question. You can be sure you are not the only one who does not understand, so you will be helping them as well as yourself. Participate in discussion, but do not talk with students around you. This interferes with the ability of other students' ability to hear and to learn. As a professional you are expected to be on time. **Turn off cell phones and any other devices which might be distracting to you or to others in the class..** If you might get an emergency call, please let me know and I will allow you to leave it on and to leave the room to take the call without disturbing others.

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:**Accreditation & Assurance of Learning****Learning Goal(s) Assessed in this Class:**

There is formal assessment activity scheduled in this class.

Goal	Diversity (UCA-Core)
HLC-Core Objective	Students completing the UCA Core Program will Analyze their own cultural assumptions in the context of the world's diverse values, traditions, and belief systems <ul style="list-style-type: none"> a. Articulate one's own cultural values and assumptions b. Compare cultural values across a range of cultures c. Respond to complex questions with answers that reflect multiple cultural perspectives

Goal	Communication—Written
HLC-Core Objective	Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups <ul style="list-style-type: none"> b. Use appropriate conventions and strategies in written communication for various audiences and purposes

Goal	Communication—Collaboration
HLC-Core Objective	Students completing the UCA Core Program will Develop and present ideas logically and effectively in order to enhance communication and collaboration with diverse individuals and groups <ul style="list-style-type: none"> c. Individually apply appropriate verbal and nonverbal strategies to promote collaboration

Goal	Knowledge of Core
HLC-Core Objective	Students completing the UCA Core Program will understand (a) the mission, goals, and core values of the UCA Core, (b) how the four core competencies relate to the mission and goals, and (c) how the structure of the UCA Core contributes to developing those competencies throughout a student's course of study.