

SOUTH TEXAS COLLEGE
Bachelor Programs
Bachelor of Applied Technology - Technology Management
International Business - Master Syllabus
Spring 2007

Chair's Information:

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Course Information:

1. **Course Name** – International Business
2. **Course Number and Section Number** – TMGT 3353
3. **Catalog Course Description:** This course provides an overview of the international business environment and conditions affecting firms conducting business overseas. Special emphasis will be placed on managerial functions and elements of the management process in a firm operating under foreign economic, technological and political, social, and cultural environment.
4. **Prerequisites:** Senior standing and TMGT 3337 Economics for Technical Managers
5. **Departmental / Program Learning Outcomes (SACS):**

From the Program Learning outcomes, this course will emphasize
 - Understand the challenges involved in conducting international business and the impact on the future growth of the organization
6. **Course Learning Outcomes:**

<u>Core Objectives:</u>	<u>Outcome:</u>
• Globalization	Identify and differentiate <i>internationalization</i> and <i>globalization</i>
• Business Environment	Identify and understand determinant factors affecting business at the local, regional, national, and international level in a <i>global economy</i>
• International Management business	Awareness and knowledge of <i>managerial sensitivity</i> in international business
• Border region	Visualize singularities and opportunities of business in <i>border regions</i>

7. **Departmental Course Requirements, Evaluation methods, and Grading Criteria:**

a. **Course Requirements:**

• **Pedagogical method:**

The class is delivered in a hybrid format, classroom work and a course website.

STC uses the WebCT platform for course website work. All course procedures, content information, and student assignments are worked out on the course website.

Face to face work occurs in the classroom, the library, and the computer lab. Classroom work activities focus in the discussion of course content concepts. Library and computer lab activities develop student abilities to work on real life cases of international business.

In an effort to ensure student success, students must attend a couple of face-to-face encounters with the instructor during the semester.

Additionally, tutors in the Student Success Centers at all campuses are available to help students with their homework. Assistance with research and information technology tools is available at all STC libraries.

• **Attendance:**

Attendance policy as stated in the 2006-2007 STC Catalog (Pg. 52)

• **Academic Honesty:**

According to the Student Code of Conduct, 2006-2007 STC Catalog (Pg. 53-56)

• **Assessment:**

For assessment purposes, students work on a casework term project of applied nature. The project emphasizes the main program learning outcome of the course: “understand the challenges involved in conducting international business and the impact on the future growth of the organization.” The purpose is to assess the students understanding of international business in accordance to the course learning outcomes and the program learning outcomes. This assignment counts toward the student grade and the instructor reports the result separately also.

b. **Evaluation:**

Assignment	Grading value
Data and information research	30%
Casework reports	20%
Tests	40%
Final Examination	10%

c. **Grading:**

90 – 100 points = A
80 – 89 points = B
70 – 79 points = C
60 – 69 points = D
below 60 points = F

8. Required Textbook and Resources:

- **The Next Global Stage: The Challenges and Opportunities in Our Borderless World,**
by Kenichi Ohmae
Wharton School Publishing (March 2005); ISBN: 0-131-47944-X

SCANS*
Foundation Skills

1. Basic Skills:	Basic skills applications:
Reading Writing Mathematics Arithmetic Listening Speaking	<p>Students read the assigned textbook for course content and testing purposes.</p> <p>Students read current articles about the topics of the course and submit written reports.</p> <p>Students participate in class discussions and present oral reports to the class.</p> <p>Students work in a casework project that requires reading, writing, and mathematical comprehension abilities.</p>
2. Thinking Skills:	Thinking skills applications:
Creative Thinking Decision Making Problem Solving Visualize Reasoning Knowing how to learn	<p>Student argumentation must follow logical reasoning. Emphasis is given to data collection, data analysis, information construction, and logical report.</p> <p>All student assignments require standard procedures. The emphasis is on the process not on the right answer.</p>
3. Personal Qualities:	Personal quality applications:
Responsibility Self-Esteem Sociability Self-Management Integrity and Honesty	<p>Individual and group project assignments require the student to set goals, practice self-management, and monitor progress.</p> <p>To aid in the development of social acumen, self-responsibility, self-direction, integrity, and honor, students must respect their fellow students by arriving to class on time, attending each assigned class meeting, and participating actively in class and group discussions and assignments. If a student is unable to attend class and or is unable to meet with their assigned group, the student contacts the instructor or group leader as appropriate.</p>

***U.S. Department of Labor Secretary’s Commission on Achieving Necessary Skills (SCANS Information)**

SCANS Workplace Competencies

1. Resources:	
Time Money Material and Facilities Human Resources	<p>Students must use class time and facility resources efficiently as they accomplish their assigned tasks.</p> <p>Student individual and team assignments require coordination and time management.</p>
2. Interpersonal Skills	
Participate as Member of a Team Teach Others New Skills Serve Clients/Customers Exercise Leadership Negotiate Work with Diversity	<p>Teamwork tasks are a major component of assignments and their evaluation. Students are tasked and measured during the group assignment on their ability to incorporate their acumen and civic virtue (i.e., self-responsibility, willingness to compromise, and community commitment).</p>
3. Information	
Acquire and Evaluate Information. Organize and Maintain Information. Interpret and Communicate Information. Use Computers to Process Information.	<p>Data and information research is a major component of the student course work.</p> <p>Student must become familiar with the main sources of general international information, business international information, and border regions information.</p>
4. Systems	
Understand Systems Monitor and Correct Performance Improve or Design Systems	<p>Students must understand that globalization is a complex planetary system and that this system is reshaping the way of doing business.</p> <p>The student casework project seeks to highlight the social, political, organizational, economic and technological systems affecting business enterprises in the border regions.</p>
5. Technology	
Select Technology Apply Technologies Maintain and Troubleshoot Equipment	<p>The delivery of the course content and student assignments require and make full use of all information technology services available at STC.</p> <p>Furthermore, the student casework project requires a specific analysis of technology issues involved in the case.</p>

Developmental Studies Policy Statement: The College's Developmental Education Plan requires students who have not met the college-level placement standard on an approved assessment instrument in reading, writing, and/or mathematics to enroll in developmental studies courses including College Success. Failure to attend these required classes may result in the student's withdrawal from ALL college courses.

Statement of Equal Opportunity: No person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under any program or activity sponsored or conducted by South Texas College on the basis of race, color, national origin, religion, sex, age, veteran status or disability.

Alternative format statement: This document is available in an alternative format upon request by calling (956) 618-8302.

ADA Statement: Reasonable accommodations may be made to allow disabled students to succeed at STC. Accommodations may be provided for those students who submit the appropriate documentation by an outside/independent professional evaluator or agency. Individuals requiring assistance or access to receive services should contact an STC ADA/DSS disABILITY counselor in the Pecan Campus Support Services offices at (956) 872-2173.