

**THE UNIVERSITY OF TEXAS AT TYLER**  
**SOULES SCHOOL OF BUSINESS**

**Summer 2023**

**COURSE NUMBER:** MANA 3312  
**COURSE TITLE:** International Business  
**INSTRUCTOR:** Dr. Jie (Jay) Yang  
**OFFICE LOCATION:** COB 350.34  
**E-MAIL:** [jyang@uttyler.edu](mailto:jyang@uttyler.edu)  
**OFFICE HOURS:** By appointment.

**REQUIRED TEXTBOOK:**

Book Name: Global Business Today  
12th Edition  
By Charles Hill  
ISBN10: 126406750X  
ISBN13: 9781264067503  
Copyright: 2022

Please keep in mind that textbook is **REQUIRED** for this class.  
However, there is **NO NEED** to purchase access code. In addition, previous edition is acceptable but not recommended.

**COURSE OBJECTIVES:**

This course is designed to introduce students to the practice of international business and build students' knowledge of the global business environment. The course will examine economic, cultural, and political factors affecting worldwide business. The goal of this course is to equip students with skills and knowledge that are needed to compete in the global economy of today.

This course offers the following objectives:

1. Present the fundamental issues in international business
2. Convey the critical importance of cultural, legal, and political factors as complements to business factors in international business
3. Explain the opportunities associated with international business
4. Prepare students for the issues and challenges of working internationally
5. Make students aware of current international business news through the reading and discussion of current business press
6. Apply the information from readings to current events involving firms doing business across borders
7. Make students comfortable presenting to a group and discussing within the group

The student learning objectives are:

1. Understand the fundamental strategies of international business

This syllabus is subject to change at the discretion of the instructor.

2. Realize the critical importance of cultural, legal, natural, technological, and political factors as complements to business factors in doing business internationally
3. Students should appreciate the role of international business in the survival and success of business enterprises now and in the future
4. Understand the opportunities associated with international markets
5. Analyze a country's suitability for a product and design a business plan for product distribution
6. Recognize the role of ethics in international dealings
7. Grasp the role geography plays in international business

**GRADED MATERIAL**

<b>Graded Material</b>	<b>Percentage</b>
Chapter Quizzes	45%
Midterm Exam	25%
Final Exam	25%
Feedback for the Video Lectures	5%
<b>Total</b>	<b>100%</b>

**STUDY GUIDE**

To study each chapter:

Step 1: read the assigned chapters in the textbook;
Step 2: read the PowerPoints to review the assigned chapters;
Step 3: watch the video lecturer(s) within the folder;
Step 4: finish the chapter quiz

**GRADING SCALE:**

<b>Points</b>	<b>Grade</b>
<b>90-100</b>	<b>A</b>
<b>80-89</b>	<b>B</b>
<b>70-79</b>	<b>C</b>
<b>60-69</b>	<b>D</b>
<b>0-59</b>	<b>F</b>

**STATEMENTS AND POLICIES:**

**Students Rights and Responsibilities**

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www2.uttyler.edu/wellness/rightsresponsibilities.php>

**Grade Replacement/Forgiveness and Census Date Policies**

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in This syllabus is subject to change at the discretion of the instructor.

which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

### **State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

### **Disability Services**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to [cstaples@uttyler.edu](mailto:cstaples@uttyler.edu)

### **Student Absence due to Religious Observance**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

### **Student Absence for University-Sponsored Events and Activities**

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

### **Social Security and FERPA Statement:**

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via email) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

### **Emergency Exits and Evacuation:**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

### **UT Tyler Honor Code:**

**I embrace honor and integrity.  
Therefore, I choose not to lie,  
cheat, or steal,  
nor to accept the actions of those who do.**

Your instructor has CHOSEN to embrace this honor code. Watch the following video, and maybe you will choose join us too:

<https://www.youtube.com/watch?v=xVMEQel1Q2A>

### **NOTICE:**

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.