

MKTG 5233
Global Competitive Environment
Spring 2016
Spears School of Business
Oklahoma State University

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Distance Learning Support: Twitter: @CEPDSupport Email: spearsdistance@okstate.edu

Technical Assistance for Video Lectures: http://ra.okstate.edu/stw_ssb/cepd/VideoHelp

Course Description

Nowadays global trade affects businesses, governments, and individuals in that either competition comes from abroad or products and labor are sourced from global markets. Therefore, in order to successfully conduct business or successfully negotiate business careers, one must understand the opportunities and threats of the global competitive environment. This course will focus on key concepts and current issues that are critical for understanding international business. Topics to be discussed include:

- Globalization of markets
- Theories of global trade
- Global business environment (political, legal, economic, and cultural)
- Global strategy development and opportunity assessment (market entry strategy, production, marketing, etc.)

Course Objectives

Course objectives are as follows:

Course objective	Program learning goal
To understand key concepts related to international business	<ul style="list-style-type: none"> • Business Knowledge and Competency
To understand current issues surrounding international business	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking
To be able to critically analyze key issues relating to the global competitive environment.	<ul style="list-style-type: none"> • Critical Thinking
To understand the environment (cultural, economic, political, legal etc.) of international business	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking
To understand how regional economic integration agreements are affecting international business and the future of such agreements	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking

To understand the role supranational agencies (e.g., The WTO, IMF, The World Bank etc.) play in facilitating international business	<ul style="list-style-type: none"> • Business Knowledge and Competency
To understand strategy development and opportunity assessment for international business	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking • Theory application
To understand the key issues involved in the process of importing and exporting goods and services	<ul style="list-style-type: none"> • Business Knowledge and Competency
To understand the role of key government agencies in helping companies import and export goods and services	<ul style="list-style-type: none"> • Business Knowledge and Competency
To apply key concepts learnt in class to management problems via class discussions	<ul style="list-style-type: none"> • Theory application • Critical Thinking • Written Communication • Persuasive communication
To be aware of the ethical ramifications related to conducting international business	<ul style="list-style-type: none"> • Ethical Decision Making

Course Conduct

The course will consist of lectures and online class discussions centered on questions posed by the professor about assigned readings and current affairs relating to international business.

Course Materials

- Required text: International Business: The New Realities, second edition, by S Tamer Cavusgil, Gary Knight, and John R. Riesenberger, Prentice Hall, 2012, ISBN: 978-0-13-609098-4
- Video lectures for each chapter
- PowerPoint notes for each lecture
- Selected background readings for class discussion

Performance Evaluation

The performance in the class will be evaluated based on three forms of assignments as follows:

- Three take-home **essay-type exams (40%)**-students will have 7 days to complete each open-book exam
- Three proctored **multiple-choice exams (40%)**-students will have a 24-hour window around the exam date scheduled for the on-campus exam in Stillwater. **Note: While students do have the option of taking the exam on the Stillwater campus, they are not required to do so. Students can arrange with the Distance Learning Office to have the exam proctored at a venue of their choice.**
- **Class Participation:** Throughout the semester I will post some questions for class discussion on the D2L discussion board. I expect each of you to respond to these questions by posting your comments and by joining ongoing discussions by responding to others' comments. Please note that I will expect you to actively participate in these discussions **throughout** the semester. Additionally, the **quality** of your comments is as important as the **quantity**.

I will judge your class participation on the following criteria:

- Were you able to apply the theories learned from the lectures, text, and readings to the problem situations posed in the questions?
- Did your comments add to the on-going class discussion by building on the comments made by others?
- Were you able to critically analyze the problems posed in the assigned readings?
- Were your comments clear and concise?
- Were your comments insightful or were they simply descriptive in nature?

Grading

The grades will be computed as follows:

Class Participation	20%
Three proctored multiple-choice exams	40%
Three take-home exams	40%

90-100	= A
80-89	= B
70-79	= C
60-69	= D
< 60	= F

Note: I generally do not curve the grades; this means that an 89% is a “B” grade, a 79% is a “C” grade and a 69% is a “D” grade. I do however reserve the right to lower the requirements as warranted (i.e., curve the grades)

Exam Procedures:

The dates and times of the exam will be announced on the Desire2Learn (D2L) class website. These exams will be on-campus in Stillwater. If you cannot be present on the designated on-campus classroom at the date and time announced, you have the option to go to a testing center in your area and arrange a different time. **If you cannot make it to the on-campus classroom, you will have a 24 hour time window around the Stillwater campus exam time to take the exam.** The OSU-Stillwater campus has a testing facility at the Wes Watkins Center, and charges your bursar account \$12 each exam. Their phone number is (405) 744-6390, and you must call to make an appointment. The OSU-Tulsa campus also has a testing center; and (918) 594-8232 is the phone number. If you do not reside in Tulsa or Stillwater, you will need to find a testing center in your area. Once you have decided on a testing center to go to, you must complete a Proctor Agreement Form and fax or email it to the Spears School of Business Distance Learning office at (405) 744-1891 or spearsdistance@okstate.edu. For more information about the testing and proctoring procedure, visit <http://spears.okstate.edu/distance/guide/policies> or call the office at (405) 744-4048. There is a list of testing centers in Oklahoma at this website. **PLEASE NOTE that, although the Distance Learning Office offers the online proctoring service “ProctorU”, this service is not available as a testing option in this course because the required exams are paper-based.**

How to Arrange for Your Exam to Be Proctored

If you are an on-campus student taking an online course at an OSU testing center (Stillwater/ Tulsa/ OSU-OKC), complete only the [Student Information Form](#).

If you are a distance learning student taking all courses this semester (or entire program) online at any other testing center, complete both the Student Information Form and [Proctor Agreement Form](#).

Students who plan to take exams at an OSU campus testing center (Stillwater/Tulsa/OSU-OKC):

If you reside in the Tulsa area, OSU-Tulsa Testing Center in 103 North Hall is available to you by appointment only [\(918\) 594-8232](#). Call that office to make your appointment a couple days prior to your exam date. There is \$12 testing fee, cash, check or can be billed to your bursar account. Students who reside in the Stillwater area, the OSU Wes Watkins Center Testing Center, [\(405\) 744-6390](#) and OSU University Assessment & Testing Office, [\(405\) 744-6687](#) are available to you by appointment only. Both sites charge a testing fee (\$12-\$15), and is billed to your bursar account, and you are to call to make an appointment a couple days prior to your exam date.

Important Points Regarding The Exams

1. **Early or Late exams will be given at the discretion of the professor and in very rare circumstances.** The reasons considered legitimate for taking a late exam are:
 - An incapacitating illness (in order to take a late exam **the student will be required to provide documents from a physician verifying the illness**)
2. **80-90% of each exam will be directly related to the class lectures, therefore, it is highly recommended that you view all the lectures and take notes.** The Power point slides used in the lectures will be available to you; however, these slides do not contain all the information you need to pass the exams. **You will need to read the textbook and the prescribed readings carefully.**
3. The multiple-choice exam questions will generally be of two types: (1) those measuring your knowledge of the vocabulary of international business (i.e., definitions of key concepts), and (2) those that will test your ability to apply these concepts. If you need further clarification concerning the nature of the questions and/or guidance for preparing for the exam then please feel free to contact me via e-mail or if you are on the Stillwater campus then you may set up an appointment to see me.
4. **None of the exams are comprehensive. Exam one covers chapters 1 through 6, exam 2 covers chapters 7 through 12, and the final exam covers chapters 13 through 18.**
5. If you plan to take multiple-choice exams on the Stillwater campus at the scheduled time (time, date and venue will be provided on the D2L class site) then please remember to bring along the green Scranton sheets [the narrow (4.5"x 11") ones]. If you take the exam at some location other than the Stillwater campus then you can answer the multiple-choice questions by directly circling your response on the exam question sheet with a pencil or pen.

Academic Integrity Policy: A new academic integrity policy was implemented Fall 2006. Please become familiar with its provisions. The new policy can be accessed at the following URL:

<http://osu.okstate.edu/acadaffr/aa/PDF%20Files/aipp.pdf>

Following is OSU's position regarding academic integrity:

Oklahoma State University is committed to maintenance of the highest standards of integrity

and ethical conduct of its members. This level of ethical behavior will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration on homework or assignments, plagiarism, multiple submissions of the same assignment, cheating on examinations, fabricating information, helping another person cheat, having unauthorized advance access to examinations, altering or destroying work of others, fraudulently altering academic records) will result in your being sanctioned. Violations may be subject to disciplinary action including the following: receiving a failing grade on an assignment, examination or course receiving a notation of violation of academic integrity on your transcript, and being suspended from the University. You have the right to appeal the charge. Contact the office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://osu.okstate.edu/acadaffr//aa/academicintegrity.htm>

NOTE: Evidence of academic dishonesty will be severely penalized. In particular, group discussions of take-home exam questions or sharing of written submissions are strictly forbidden. All work is to be completely independent.

Accessibility: If any member of this class has a disability and needs special accommodations, I will work with you, to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please contact me as soon as possible to discuss the accommodations necessary to facilitate your education. For more information about OSU Student Disability Services, please go to <http://www.okstate.edu/ucs/stdis/>

Course Schedule

Chapter 1
Chapter 2
Chapter 3
Chapter 4
Chapter 5
Chapter 6

Exam 1

Date: February 10th, 2016

Time: 5:00- 6:15 pm

Place: To Be Announced

Note: Students not taking the exam at the venue and time designated above may take the exam anytime **between February 9th and February 11th, 2016**. However, as earlier specified in the syllabus, it is the students' responsibility to arrange to have their exam proctored in conjunction with the Distance Learning Office; for details on how to do this please see the "Exam Procedures" section in this syllabus.

Chapter 7
Chapter 8
Chapter 9
Chapter 10
Chapter 11
Chapter 12

Exam 2

Date: March 23rd, 2016

Time: 5:00- 6:15 pm

Place: To Be Announced

Note: Students not taking the exam at the venue and time designated above may take the exam anytime **between March 22nd and March 24th, 2016**. However, as specified earlier in the syllabus, it is the students' responsibility to arrange to have their exam proctored in conjunction with the Distance Learning Office; for details on how to do this please see the "Exam Procedures" section in this syllabus.

Chapter 13
Chapter 14
Chapter 15
Chapter 16
Chapter 17
Chapter 18

Final Exam

Date: April 27th, 2016

Time: 5:00- 6:15 pm

Place: To Be Announced

Note: Students not taking the exam at the venue and time designated above may take the exam anytime **between April 26th and April 28th, 2016**. However, as specified earlier in the syllabus, it is the students' responsibility to arrange to have their exam proctored in conjunction with the Distance Learning Office; for details on how to do this please see the "Exam Procedures" section in this syllabus.