Course Change Request

Date Submitted: 02/16/18 3:41 pm

Viewing: MARA 440 : Global Economy and Enterprise Management

Management

Last approved: 02/09/18 3:25 am
Last edit: 02/26/18 11:44 am
Changes proposed by: knox

Programs referencing this course

- MARA: Maritime Administration (MARA)
- BS-MARA: Maritime Administration - BS
- BS-USGA-MPC*: University Studies - BS, Maritime Public Policy and Communication Concentration
- BS/MMI-MARA/MAAL-GAD: Maritime Administration - 5-year Bachelor of Science/Master of Maritime Administration and Logistics

Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kris Knox</td>
<td><a href="mailto:knoxj@tamu.edu">knoxj@tamu.edu</a></td>
<td>409-740-4442</td>
</tr>
</tbody>
</table>

Rationale for Course

Edit

The proposed changes are part of a routine curriculum review.

Course prefix    MARA
Course number    440
Department       Maritime Administration
College/School   Galveston Campus
Academic Level   Undergraduate

Undergraduate course level justification (Select One)

Effective term   2018-2019 Galveston

Complete Course Title
- Global Economy and Enterprise Management

Abbreviated Course Title
- GLOBAL ECON & ENTER MGMT

Catalog course description

Economic, political, social and ethical environments of international business including the determinants of trade and investment patterns and the logic of government interventions in both trade and capital markets; structure, strategy and operations of the international firm.

Prerequisites and Restrictions

- ECON 203, MARA 281 and senior classification.

Should catalog prerequisites / concurrent enrollment be enforced?

Yes

https://nextcatalog.tamu.edu/courseleaf/approve/
Enforced Prerequisites / Concurrent Enrollment

| And/Or | Course Prefix/Number | Min Grade/Score | Academic Level | | | Concurrency? |
|---|---|---|---|---|---|
| | ECON 203 | D | UG | | No |
| And | MARA 281 | D | UG | | No |

Crosslistings
No
Crosslisted With

Stacked
No
Stacked with

Semester 3
Credit Hour(s)
3
Contact Hour(s)
(per week):
Lecture: 3
Lab: 0
Other: 0
Total: 3

Repeatable for credit?
No
CIP/Fund Code 5211010016
Default Grade Mode Letter Grade(G)
Method of instruction Lecture
Will sections of this course be taught as non-traditional? (i.e., parts of term, distance education) Yes

Learning Outcomes
Meets traditional face-to-face learning outcomes.

Describe how learning outcomes are met or provide justification why they are not met.
Students are required to satisfy the same course requirements as face-to-face sections of MARA 440 including papers and exams.

Hours
Meets traditional face-to-face hours.

Describe how hours are met or provide justification why they are not met.
Students are held to the same standards and rigor as face-to-face sections of MARA 440

Will this course be taught as a distance education course? Yes No

I verify that I have reviewed the FAQ for Export Control Basics for Distance Education.
Yes

Is 100% of this course going to be taught in Texas?
Yes

Will classroom space be needed for this course?
Yes

This will be a required course or an elective course for the following programs:

Required (select program)

<table>
<thead>
<tr>
<th>Program(s)</th>
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<tbody>
<tr>
<td>(BS-MARA) Maritime Administration - B5</td>
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</tbody>
</table>

https://nextrcatalog.tamu.edu/courseleaf/approve/
Elective (select program)

Has/will this course be(en) submitted for core curriculum consideration?  No

Has/will this course be(en) submitted for Writing or Communication consideration?  Yes

Has/will this course be(en) submitted for ICD consideration?  Yes

Course Syllabus

Syllabus:  Upload syllabus

Upload syllabus  MARA 440-900 SYLLABUS.pdf

Letters of support or other documentation  No

Additional information  MARA 440 has traditionally been taught through face-to-face teaching. This request is to approve MARA 440 for on-line instruction.

Reviewer Comments  Joan Mileski [mileski] (02/11/18 3:38 pm): Rollback: This is the wrong syllabus. We need a MARA 493, MARA 673 and a MARA 475

Sandra Williams [sandra-williams] (03/09/18 3:34 pm): UCC approved March 9 via e-vote.

Key: 9700
Course title and number  Global Economy and Enterprise Management. MARA 440 - 900

Term  Summer 1 2018

Meeting times and location  This is an online course for this summer.

Course Description and Prerequisites

The purpose of this course is to introduce and make students familiar with what it takes to do international business, as well as how a multinational firm can be successful in the global economy. We will focus on the characteristics of the global economy, country differences, the global trade and investment environment, the global monetary system, the structure and strategy of international business and business operations. By the end of this course, students will be aware of the general management, organization and functional skills needed to successfully compete in a complex international business environment.

According to University Catalog this course provides an introduction to the economic, political, social and ethical environments of international business including the determinants of trade and investment patterns and the logic of government interventions in both trade and capital markets; also discussed are the structure, strategy and operations of the international firm.

Prerequisites: MARA 281, ECON 203 and senior classification.

Learning Outcomes

Upon successful completion of this course, students will:

- Define globalization and explain the pros and cons of globalization
- Identify the drivers of globalization
- Explain the three economic systems and understand their strong and weak points
- Understand how the different political systems interact with the three economic systems
- Explain the different legal systems and their focus
- Explain how managers can deal with corruption in international business
- Apply the various determinants of economic development to economies in transition
- Define culture and determine how it impacts decisions in international business
- Apply cultural and language difference to business
- Understand how business ethics is impacted within various religious beliefs
- Recognize an ethical dilemma
- Discuss the causes of unethical behavior by managers
- Understand the main points of the basic trade theories, namely comparative advantage, Heckscher-Ohlin, Product life-cycle, Porter’s National Competitive Advantage
- Discuss the instruments of trade policy and their pros and cons
- Discuss arguments in favor and against free trade
- Understand the points of the various theories of Foreign Direct Investment (FDI)
- Discuss the pros and cons of FDI to the host country, along with the appropriate government policies
- Explain the evolution and current status of economic integration
- Explain whether locational advantages are regional or country specific
- Identify the determinants of foreign exchange
- Describe the primary and secondary market for foreign exchange
- Explain the history of the international monetary system
- Identify the pros and cons of a fixed and floating exchange rate system
- Explain the growth and meltdown of the global capital markets
- Describe how the global markets work
- Identify the pros and cons of the Eurocurrency markets
- Explain how risks associated with foreign exchange impact the cost of capital of multinational firms
- Understand the theory of multinational firm
- Identify the different strategies of multinational firms, namely Domestic strategy, International strategy, Transnational strategy and Global strategy and explain their benefits and costs
- Identify the different organizational structures, namely International Division, Worldwide Area Structure, Worldwide Product Division Structure, Global Matrix Structure
- Explain how organizational change is accomplished in a global setting
- Identify the different ways of entry into a foreign market, namely Export, License, Franchise, Contract manufacturing, Management contract, Turn-Key, Join venture
- Recognize the "where", “when” and “how" of market entry
- Explain why firms agglomerate
- Explain the pros and cons of being the first mover into a market

Instructor Information

Name: Nikolaos Mykoniatis, PhD
Telephone number: 409-741-4012
Email address: mykonian@tamug.edu
Office hours: For the first week: 2PM – 3:30PM. For the rest of Summer available via email only.
Office location: CLB 219 (inside suite 218 to the right of Dr. Knox’s office)

Other important contact information: If you face any technical difficulty during the time the course is offered online please email Gerald Hughes (hughesg@tamug.edu) and copy the instructor.

Textbook and/or Resource Material


Course structure:

This class has three modules. Module 1 will cover chapters 1 through 5, module 2 will cover chapter 6 through 8 and module 3 chapters 9, 10, 12, 13 and 14. The course will be online and students should manage their own time in doing the book readings, preparing and submitting assignments, taking exams on ecampus and submitting the individual final paper via email to the instructor.
Grading Policies

There is a maximum of 100 points that can be obtained in this course and it consists of the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Written assignments/cases:</td>
<td>30% (or 30 points)</td>
</tr>
<tr>
<td>Ecampus Exam 1:</td>
<td>15% (or 15 points)</td>
</tr>
<tr>
<td>Ecampus Exam 2:</td>
<td>15% (or 15 points)</td>
</tr>
<tr>
<td>Ecampus Exam 3:</td>
<td>15% (or 15 points)</td>
</tr>
<tr>
<td>Individual final paper:</td>
<td>25% (or 25 points)</td>
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The final course grade is determined as follows and **there is no extra credit**:

- A: 90-100
- B: 80-89
- C: 70-79
- D: 60-69
- F: 0-59

Class Attendance

There is no required class attendance for this course due to the fact that it becomes online after the first week. Nonetheless, students are strongly advised to attend the first week of classes, as important concepts will be discussed.

Written assignments/cases

This is a writing intensive course and it aims at helping students to improve and develop their written skills. Therefore, strong emphasis will be given on written material. You will be assigned a total of 26 cases and questions from the book and you are expected to read, critically assess and provide short written answers (1 page for each written assignment). **Each assignment receives the score of 1.15 for a total of 30 points. Your work should be typed.** Students should submit the individual assignments on ecampus. **Deadlines for assignments are provided in the schedule below.** Students will receive full credit for the daily written assignments based on effort, good quality and have answered all parts (if there are, for example, four parts and a student answers only two, he/she will receive no credit).

Ecampus Examinations

An exam on ecampus will be taken after completion of each module. Each of the three ecampus exams will be scored out of 15 for a total of 45 points. Exams will consist of multiple choice and true-false questions that will test students’ understanding of class terminologies and concepts learned. Ecampus exams are scheduled on fixed dates (see schedule below) and they are timed for 60 minutes. **Ecampus exams will be inactive at midnight, so the latest a student can take an exam is 11PM. If a student is unable to take a scheduled exam, they must notify the instructor prior to the exam time and provide documentation, in order for a makeup exam to be allowed.** Valid reasons for missing a scheduled exam include illness, death of immediate family members and university-excused absences. Makeups will be scheduled based on the availability of both student and instructor and will differ in form, content and difficulty from regularly scheduled exams.
Main concepts of the course will be evaluated in a final project, which will involve individual research and writing. **The topic is for students to select a company or business concept and assess its success or failure.** The paper is due July 2 at noon via email (mykonian@tamug.edu) and no late paper will be accepted. Students will develop an original project of no less than 8 and no more than 10 pages on any international business subject. Paper will be grade based on three criteria: 1) originality of idea, 2) formatting (grammar/spelling/citations/paper organization) and 3) demonstrated excellence on teaching material. The paper should be typed with 1.5 spacing and font size 12 with 1 inch margins. Students should cite a minimum of 8 scholarly articles and citations should be APA style. The paper should have the following format:

- Introduction and motivation (why business setting and our idea are interesting and important?)
- Analysis (List and explain all the factors that you are going to use. Then deal with each one. Plot graphs, collect/analyze data (e.g. averages, growth rates etc.) if necessary.
- Discussion of results and conclusion
- Alphabetic list of all your references (remember APA style)

All paper instructions are posted on ecampus.

**Course Topics, Calendar of Activities, Major Assignment Dates**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Required Reading</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Globalization; National Differences in Political Economy; Political Economy and Economic Development (assignments 1-4 due 06/02 at 8PM)</td>
<td>Book Chapters 1, 2 and 3</td>
</tr>
<tr>
<td>2</td>
<td>Differences in Culture; Ethics in International Business (assignments 5-8 due 06/09 at 8PM)</td>
<td>Book Chapters 4, 5</td>
</tr>
<tr>
<td>3</td>
<td>Ecampus exam 1 (06/12); International Trade Theory; The Political Economy of International Trade; Foreign Direct Investment (assignments 9 – 14 due 06/16 at 8PM)</td>
<td>Book Chapters 6, 7 and 8</td>
</tr>
<tr>
<td>4</td>
<td>Ecampus exam 2 (06/19); Regional Economic Integration; The Foreign Exchange Market; The Global Capital Market (assignments 15 – 20 due 06/23 at 8PM)</td>
<td>Book Chapters 9, 10 and 12</td>
</tr>
<tr>
<td>5</td>
<td>The Strategy of International Business; The Organization of International Business (assignments 21 – 26 due 06/28 at 8PM; Ecampus exam 3 06/30)</td>
<td>Book Chapters 13 and 14</td>
</tr>
<tr>
<td>6</td>
<td>Final paper due 07/02 at noon.</td>
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Other Pertinent Course Information

- Only registered students are allowed in the class

Americans with Disabilities Act (ADA)
The Americans with Disabilities Act (ADA) is a federal non-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this law requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Counseling Office, Seibel Student Center, or call (409)740-4587. For additional information visit http://www.tamug.edu/counsel/Disabilities.html.

Academic Integrity
For additional information please visit: http://www.tamug.edu/HonorSystem

“An Aggie does not lie, cheat, or steal, or tolerate those who do.”

Upon accepting admission to Texas A&M University at Galveston, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the TAMUG community from the requirements or the processes of the TAMUG Honor System. For additional information see www.tamug.edu/HonorSystem.

Statement on Absences and Make-up Policy
Information concerning absences is contained in the University Student Rules Section 7 at http://www.tamug.edu/stulife/Academic_Rules/7_Attendance.html The University views class attendance as an individual student responsibility. All students are expected to attend class and to complete all assignments. Please consult the University Student Rules for reasons for excused absences, detailed procedures and deadlines as well as student grievance procedures. Make-up work will only be made possible in the instance of an excused absence.

Maritime Administration Majors
Maritime Administration (MARA) majors must, as a graduation requirement, have a grade of “C” or better in the following courses: ECON 202, ECON 203, ACCT 229, ACCT 230 and SCMT 303, or their equivalent in the case of courses that are transferred from other academic institutions. A MARA major who receives a grade of less than “C” will repeat the course until such time as they receive a grade of “C” or better. Texas A&M University does not have a grade replacement policy; grades for all courses remain on the transcript and are a part of the calculation of overall and in-major grade point ratios (GPR). Additionally, as a graduation requirement, MARA majors are required to have a GPR in-major of 2.25 or higher. The courses that are used in calculating this value are found in that section of the catalogue that describes the Maritime Administration curriculum.
Family Educational and Rights to Privacy Act (FERPA)

FERPA is a federal law designed to protect the privacy of educational records by limiting access to these records, to establish the right of students to inspect and review their educational records and to provide guidelines for the correction of inaccurate and misleading data through informal and formal hearings. To obtain a listing of directory information or to place a hold on any or all of this information, please consult the Admissions & Records Office.

Items that can never be identified as public information are a student's social security number or institutional identification number, citizenship, gender, grades, GPR or class schedule. All efforts will be made in this class to protect your privacy and to ensure confidential treatment of information associated with or generated by your participation in the class.

Contacting You

The department will use your TAMUG and/or TAMU mail address as the primary means of contacting you. Please check your email account several times a week.