

Approved for W & C Preparer
 7. 03/05/19 1:38 pm
 Donna Pantel (dpantel):
 Approved for W & C Advisory Committee Chair

If you are working with assistants (graduate or undergraduate included), briefly explain how you will monitor and supervise their work and what roles they will play in the teaching of writing.

The GTA is given directions to access the daily assignments based on quality of the writing and length which must be at least 1 page with 1.5 spacing. In word count 1 page with 1.5 spacing is 350-400 words. The total number of words for the daily assignments in the entire semester is 6000 words. Emphasis in quality is given to proper grammar, spelling and paragraph formation, as well as whether the topic is being covered. The instructor continuously monitors the work of GTA on the grading of the daily assignments.

All syllabi should contain one of the following statements. Select the statement that applies to your course.

To receive W credit for this course, you must pass the W component.

List all graded writing assignments along with the approximate word count of each. (Note that for most 12-point fonts there are about 250 words on a page if double-spaced and 500 if single-spaced.) In addition, list the percentage of the final grade each assignment represents.

Writing assignment	Word count	% of final grade	Collaborative?
Daily writing assignments	6000	15	No
Term paper	4000	33	No

Add word count of each graded writing assignment and put total word count here. 10000

Add the percentage of final grade based on writing and put the total percentage here. 45

Explain how collaboration is monitored to ensure equal participation.

There is no collaboration as daily assignments and term papers are individually written by students

Describe the formative feedback provided on student writing, especially on major assignments.

For the daily assignments the GTA and instructor provide detailed comments on how writing style and tone can be improved, whether all parts of the questions are covered, as well as whether APA citations (where necessary) are correctly used. For the individual term paper the instructor makes comments on a draft. Peer reviewed draft exchange may also be implemented.

Describe how you provide writing instruction.

Writing instruction is provided via several ways. 1) We have a scheduled per syllabus writing seminar with a librarian coming in class and talking about defining and working on the research question, formatting and extraction and use of APA citations. 2) We have a second scheduled per syllabus writing seminar where the instructor talks further about paper specifics, the paper requirements and developing a successful paper for the purposed of this class. 3) On a daily basis students receive their previously submitted assignments with hand written comments from the GTA and/or instructor with the instructor also making verbal general comments on these assignments prior to the beginning of the lecture.

Additional Comments Exchanging paper drafts among groups is an approach the instructor implemented for the first time this year and has received warm welcome by students. We call it in my class "peer reviewed draft exchange". It has not been formally introduced as a process in the syllabus (currently there is only one draft date in the syllabus stated) but will starting spring 2018 semester

Please ensure that the attached course syllabus sufficiently and specifically details the appropriate core objectives.

Attach Course Syllabus [MARA 440-901&902 Syllabus Fall 2018.pdf](#)

Reviewer Comments **Valerie Balester (v-balester) (12/13/18 11:03 am):** Rollback: The term paper cannot count unless individuals write and are graded separately on individual sections. A group of three cannot stand in for individual writing and accountability, no matter what the group process. The amount of collaborative writing must be at least 2000 words and 33% or the grade or 70% of the total writing (in the case the total is 31.5%). As it is now only 15% and 400 words are individually written.

Donna Pantel (dpantel) (03/05/19 1:34 pm): REPORT ON RECERTIFICATION OF W COURSE: MARA 440 We recommend that MARA 440 Global Economy & Enterprise Management be certified as a writing (W) course for four academic years (1/19 to 1/23). We have reviewed a representative syllabus and have determined that the course meets or exceeds the following criteria: (1) 33% of the final grade is based on writing quality; (2) the total number of words is 4,000; (3) the instructor to student ratio is 1:18; and (4) the assigned writing is appropriate to the major. A graduate assistant works with the instructor in this course. Daily writing assignments give students practice and feedback as they prepare for the final term paper. Besides this feedback, the term paper is reviewed by the instructor in draft form and receives written comments. Instruction includes working with a librarian, and one seminar is devoted to writing the term paper.

Key: 947



Course title and number Global Economy and Enterprise Management. MARA 440 Sect. 901&902
Term Fall 2018
Meeting times and location 11:30 AM – 12:20 PM Monday, Wednesday and Friday at OCSB 141

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: ECON 203, MARA 281 and senior classification

International and Cultural Diversity (ICD) course outcomes:

As an ICD course MARA 440 will enable students, upon successful completion of the course, to:

1. Consider how to live and work effectively in a diverse and global society. This outcome will be reached through in-class discussions, a business role-playing exercise and daily written assignments all covering aspects of globalization, different political and economic systems, ethics, institutions, culture, trade and FDI environment, international monetary environment and exchange rates.
2. Articulate the value of a diverse and global perspective. This outcome will be reached by applying the above-mentioned diverse/global topics to a firm, product or technology expanding to a new international market and write a final written project to assess its potential success.
3. Recognize diverse opinions and practices (including, but not limited to, economic, political, and religious opinions) and consider different points of view. This outcome will be reached by extensively covering the topics of political economy (the political, economic and legal systems), as well as culture (language, religion, social structure etc.) in two separate chapters. Students will be exposed to different sources of information via videos and the use of globalEDGE (online tool with political economy and cultural information regarding all regions in the world) to collect information for assignments.

Other Learning Outcomes

Upon successful completion of this course, students will also:

- 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, Joint 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	Monday and Wednesday 1PM – 2:30PM and by appointment
Office location	CLB 218-A (inside suite 218 to the right of Dr. Knox's office)

Textbook and/or Resource Material

Charles W. L. Hill (2013). International Business: Competing in the Global Marketplace, 9th Edition, McGraw-Hill, ISBN 978-0-07-802924-0

Course structure:

This class will be interactive with students and instructor engaged in discussion of the topics covered. It

will also include real-world cases and questions assigned from the book and/or articles that students should read and submit written answers, comments or be prepared to present the main points. A typical class will be split into three parts:

- In the first part, selected students will present their answers and thoughts on assigned readings or cases/questions from the book/articles based on materials covered in the previous class. The rest of the class is expected to participate.
- In the second part, the instructor will lecture on the new material.
- The third part will introduce students to the writing assignment to be presented and discussed at the beginning of the next class.

Grading Policies

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

Class attendance:	10%	(or 10 points)
Daily written questions/cases:	15%	(or 15 points)
In-class Exam 1:	15%	(or 15 points)
In-class Exam 2:	15%	(or 15 points)
In-class Exam 3:	15%	(or 15 points)
Final Project – consist of a written paper:	30%	(or 30 points)

The total writing component in this course is 45% (15 the daily written assignments and 30 the term paper). **To receive W credit for this course, students must pass the W component of it.** 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

Due to the interactive nature of this course, class attendance is mandatory and record will be taken at the beginning of each class. **Students that are 5 minutes late will be considered absent, as well as students that leave before the end of classes.** If a student has a special reason to leave class earlier he/she must notify the instructor ahead of time.

Daily written questions/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 daily written material and you are expected to be ready to discuss their main points at the beginning of each class. You will be assigned cases and questions from the book, or articles on a daily basis that you are expected to read, critically assess and provide short written answers (minimum 1 page and maximum 2, 1.5 space. **In word count the one page 1.5 space is approximately 350-400 words**). **Your work should be typed and it will be collected each day at the end of the class. With approximately 17 total daily assignments the total number of words is 6000. No late submission of answers will be accepted unless there is a**

medical reason, for which documentation is required. Written assignments must be submitted by students who are physically present. The instructor will be asking from a student to present their answers and thoughts, with the rest of the class engaging in the discussion. **Students will receive credit (in the form of a “check mark” as opposed to an “X”) for the daily written assignments based on effort, good quality and have answered all parts (if there are, for example, two questions and a student submits only one, he/she will receive no credit).**

In-class Examinations

Each of the three in-class exams will be scored out of 100 and will take the weight 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. **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. Makeups will typically be in essay format.

Final Project

Main concepts of the course will be evaluated in a final project, which will involve research and writing. **The final paper is the most important examination in this course. Students will develop an original project on any international business subject of their interest.** The group paper should be minimum **8 and maximum 10 pages** excluding cover pages, abstract and references. **In word count, the paper should be between approximately 4000 words.** The ultimate goal of the final project is to create a publishable paper. Students are expected to work and develop their original research question, design the project and write up the manuscript. **The final project will receive the maximum of 30 points, will be graded by the instructor and is due on December 10 as a hard copy in instructor's office, as well as electronically on ecampus. The final project will be graded based on three criteria, each taking 10 points: 1) originality and discussion of the importance of the research question, 2) formatting and correct citations and 3) demonstrated excellence on 70% of the class material.** In addition the paper should have the following format: 1) A cover page with title and student name 2) an abstract of approximately 500 words, 3) an introduction (1 page) where information about the firm or product should be provided, 4) a background/motivation section (1 page) where the location of the firm's product expansion should be discussed, the research questions stated clearly and explicitly, and the importance of research question discussed in 2-3 paragraphs, 5) an Analysis section (around 5-6 pages) where students should creatively use the class material to assess their research question, 6) conclusion/discussion of results (1 page) and 7) alphabetic list of references. **All information should be cited in APA style.**

The instructor will devote a lecture in order to discuss with students what the written final project should look like in more detail (length, organization, citation style and the like). In addition, another lecture, in the form of a seminar, will be devoted that will aim to help students properly cite their work and organize their written project into sections. The first draft date is provided in the schedule below. After that peer review draft dates for the final project will be announced on a bi-weekly basis. The instructor will provide feedback on these drafts without a grade. However, instructor's suggestions should be incorporated into the final paper.

Course Topics, Calendar of Activities, Major Assignment Dates

The schedule below is subject to modification, based on our progress, as we move through the material but exam dates and reviews are fixed. The instructor will be updating the schedule and announcing changes, if necessary. Students are expected to keep themselves up to date with the schedule by a) showing up for class and b) checking daily their email. Daily written assignments will be announced at

the end of each class.

Week	Topic	Required Reading
1	Introduction and Syllabus review; Globalization	Book Chapter 1
2	Globalization; National Differences in Political Economy	Book Chapter 1, 2
3	Political Economy and Economic Development; Differences in Culture	Book Chapter 3 and 4
4	Differences in Culture; Ethics in International Business	Book Chapter 4 and 5
5	Ethics in International Business; In- class business simulation	Book Chapter 5
6	In-class exam 1 (10/01); Seminar on written final project (10/03); International Trade Theory	Book Chapter 6
7	International Trade Theory; The Political Economy of International Trade	Book Chapter 6 and 7
8	The Political Economy of International Trade; Discussion related to written final project; Paper draft due (10/19)	Book Chapter 7
9	Foreign Direct Investment; Regional Economic Integration	Book Chapter 8 and 9
10	In-class exam 2 (10/29); The Foreign Exchange Market	Book Chapter 10
11	The Global Capital Market; The Strategy of International Business	Book Chapter 12 and 13
12	The Strategy of International Business; The Organization of International Business	Book Chapter 13 and 14
13	The Organization of International Business; Reading day-no classes 11/21, Thanksgiving-no class 11/23	Book Chapter 14
14	Entry Strategy and Strategic Alliances In class exam 3 (11/30)	Book Chapter 15
15	No classes <u>if</u> all class material have been covered	
16	Dec 10 final paper due by noon as hard copy at instructor's office and an electronic version on ecampus by 3pm (that tests for plagiarism)	

Other Pertinent Course Information

- No food, drinks, or tobacco products are allowed in the classroom.
- No electronic devices are allowed including cell phones, laptops, tablets etc. in the classroom.
- 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/services/dssprocedures.htm>.

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 www.tamug.edu/stulife/Academic%20Rules/Rule%207.pdf. 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.

Drops

The policy for drops is that of the University. Friday, September 5th, is the last day to drop without a record. Friday, November 20, is the last day for Q drop. An incomplete will not be given under any circumstance.

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.