



DEPARTMENT OF MANAGEMENT AND MARKETING

***MGMT 4331-900 INTERNATIONAL BUSINESS  
Fall 2024***

**Instructor:** Dr. Ozbek [Ph.D. in Strategic Management, M.S. in Business, M.B.A. in Business Administration, M.S. in Management Science, B.S. in Computer Engineering.]

**Office number:** Business Library Hall (BLH) 341-E

**Email:** [oozbek@tamusa.edu](mailto:oozbek@tamusa.edu)

**Office hours:** TTh 11 am-2 pm by appointment. [Let me know what day and time you would like to meet me including the topic you would like to discuss via email in advance.]

**Virtual office hours:** <https://tamusa.zoom.us/j/84148410644>

**Class location & time:** Business Library Hall (BLH) 266 & Tue 2:00-3:15 pm.

*“There is nothing more important than our good health – that’s our principal capital asset.” A. Specter*

*“The nature of the global business environment guarantees that no matter how hard we work to create a stable and healthy organization, our organization will continue to experience dramatic changes far beyond our control.” M. J. Wheatley*

**Required textbooks & online simulation:** [Make sure to purchase the correct edition of textbook.]

- Hill, C. 2024. *International Business*, 13<sup>th</sup> edition, McGraw-Hill. (You can purchase either a hardcopy or an e-book). Any issues/questions should be directed to McGraw-Hill Connect Customer Service (800-331-5094 , 800-338-3987 or [Student Support | McGraw Hill \(mheducation.com\)](#) .)
- A **reference book of your choice** (to be approved by the instructor) for the team project.
- **GlobeSmart** Simulation by Aperian Inc.: Your online registration is required. The details are to be provided soon. Any technical issues/questions during the registration process should be directed to Aperian Customer Service ([contactus@aperian.com](mailto:contactus@aperian.com) ). [Unless you make the full payment, your registration will not be completed.]

Our “ultimate” goal in this class is:





## DEPARTMENT OF MANAGEMENT AND MARKETING



- 1. Critically read and fully understand your syllabus before coming to our first class.**
- 2. Purchase the correct version of your McGrawHill textbook as well as register for your online GlobeSmart simulation in the first week of this semester. In addition, make sure to get the instructor's approval for your choice of a reference book ASAP by its stated deadline on p.11.**
- 3. Create your own calendar listing all your assignments along with their due dates based on the "tentative" course schedule provided on p.11.**
- 4. Complete all your assignments in a timely manner, and do not procrastinate. This is one of the best ways to show the instructor how hardworking you are.**
- 5. The instructor does not accept late assignments. If you think you may need some extra time to complete an assignment, make sure to communicate your request/issue with the instructor prior to the deadline (certainly, not after).**
- 6. For your group project, the instructor expects all team members to become good "corporate citizens." Thus, make sure to treat (and communicate with) your teammates accordingly.**
- 7. Team leaders are required to notify the instructor about any "uncooperative" students immediately. Besides, while asking questions about your team project, make sure to CC all your teammates in the same email so that everyone is aware of the instructor's response.**
- 8. If you need any clarifications on anything related to this course, you can always contact your instructor. (Only email me by using your "jaguar.tamusa.edu" email, not via Blackboard.)**
- 9. If you have a "special" situation that needs to be communicated with the instructor, make sure to schedule an in-person meeting with him during his office hours to discuss it in detail.**
- 10. During our class time, we will be doing some in-class activities that may require you to use your electronic device to get connected to the internet. Thus, make sure to have one electronic device (e.g., laptop, tablet, cell phone) with you.**
- 11. The instructor values professionalism, which is also considered "vital" important in the corporate world. Thus, make sure to always use a professional tone during all your communications with him and all your classmates.**
- 12. Whatever your situation may be, make sure to always tell your instructor the truth by avoiding any sorts of false statements so that he will help you as best as he can.**
- 13. Make sure that your job schedule, family trips, travels, etc. do not conflict with your deadlines.**
- 14. Keep in mind that both class attendance and contribution are very important to your success.**
- 15. Remember that the instructor makes all his decisions about your requests/questions based on this very principle of "FAIRNESS TO ALL STUDENTS!"**



## DEPARTMENT OF MANAGEMENT AND MARKETING

### Course “catalog” description:

*“This course provides an overview of the environment, concepts, and basic differences involved in international business. By taking this course, students will become aware of the “macro” necessities and facts for doing business across national borders, which include the assessment of nations as cultural/political/economic/legal systems, pros and cons of globalization, characteristics of multinational corporations, foreign direct investment, international trade theory, foreign exchange markets, foreign entry modes, trade agreements, comparison of nations based on their associated risk tiers, etc. Upon completion, students should be able to describe the foundations of international business.”*



Main topics in this class include the following:

- Both advantages and challenges of globalization,
- Impacts of national differences in political, economic, and legal systems on the success of the firm’s international business (IB) operations,
- Impacts of national differences in culture on the success of the firm’s IB operations,
- Ethical issues to be critically considered while executing business operations overseas,
- Concepts listed under international trade theory including their importance in the field of IB,
- Connections between government policy and international trade,
- Distinct theories of foreign direct investment (FDI) including their effects on the IB practices,
- Different ways of foreign entry (a.k.a. foreign entry modes) including their characteristics,
- Different levels of economic integration around the globe.

Overall, this course will provide you with a great learning opportunity of critically analyzing today’s global world by using an international “lens” as well as developing effective and efficient solutions to multinational corporations’ (MNCs) problems. As future global leaders, you will find all these topics listed above fascinating, which are going to help improve your IB perspective. In general, this class is designed to be **challenging, fun, interesting, and require you to think.**



## DEPARTMENT OF MANAGEMENT AND MARKETING

### Instructor's educational philosophy:

I view teaching as a partnership with my students. I take my responsibility very seriously to assist my students in learning. Now, I hold the assumption that *you're taking this course to learn and are fully motivated to develop yourself both personally and professionally*. In other words, I would like you to consider this course your "biggest and perhaps the latest" opportunity to improve yourself prior to joining the workforce in the global world. My job will be to assist you in your learning efforts as best as possible and your job will be to put all your effort as strong as possible. Having a positive mindset with the idea that ***"I am ready and excited for learning new concepts in this class and do know that all this new information will help me improve myself in the field of international business"*** is going to be the very first step for your success in this class. Studying your syllabus from the very first day and communicating with me timely throughout the semester are two other critical "pre-conditions" of your success. Please also keep in mind that **FAIRNESS and INTEGRITY** are the two main principles that I follow in all my classes. During this one-semester-long academic "journey", **I am always willing to help** based on these two very principles.

### Course objectives:

1. Developing an IB orientation to *effectively analyze* broad and challenging organization-wide problems in today's global world,
2. Developing managerial and organizational skills to *efficiently solve actual problems* that international companies are experiencing during their business operations overseas,
3. Developing a clear understanding of how your position, as a *prospective global executive*, relates to the overall performance of your organization by integrating business skills and knowledge that you have already developed or obtained,
4. Making you a *knowledgeable and confident "about-to-graduate" student* who will represent TAMUSA as best as possible in his/her future endeavors.

### Student learning outcomes:

1. Listing both advantages and challenges of globalization,
2. Explaining the impacts of national characteristics on the IB operations,
3. Defining culture along with its "vital" importance on the success of IB practices,
4. Assessing the ethical practices of MNCs,
5. Explaining the international trade theory and its connection to the government policy,
6. Defining FDI and explaining its importance,
7. Understanding different modes of foreign entry as well as their unique characteristics,
8. Distinguishing among different levels of economic integration across the globe.



## DEPARTMENT OF MANAGEMENT AND MARKETING

### Course requirements:

- *Syllabus acknowledgment quiz [S.A.Q.] (5 points)*: This quiz only includes 25 true-false questions based on the information provided in this syllabus.
- *One mid-term exam and one final exam (20+25 points)*: Both exams are non-cumulative (unless stated otherwise by the instructor) and will include true-false as well as multiple-choice questions. They will be taken in the classroom under the proctorship of the instructor. All questions are based on PowerPoint slides, required textbook, handouts, and any additional information provided by the instructor.
- *Homework assignments (10 points)*: You will complete multiple homework assignments during the semester, which can be either individual or group based. If an assignment is group based, make sure to only include names of these students who have contributed to the completion of this assignment.
- *Six GlobeSmart quizzes (2.5x6 points)*: You will choose six countries of your choice excluding your home country, study the material provided in the simulation, and then take their quizzes. The passing grade only applies if you do not make more than one mistake; otherwise, your grade will be a zero. You can take those quizzes as many times as you want. Your results of the first and last three quizzes are to be submitted as stapled hard copies by their deadlines (**see p.11**).
- *One individual W.I.N. ("What is In the News") Analysis [outline and presentation] (5+5 points)*: The format of your outline and presentation evaluation rubric can be found **in the appendix**. You may only use an online article published in 2023-24. (Not doing so will make your paper invalid, which means earning a zero grade.) You may use a small index card (5x7 or 6x8) during your presentation; however, you can only use that card **as a guide**, which means that you should not read it thoroughly. (Basically, I am NOT interested in observing how well you read; instead, I am JUST interested in listening to how well you present.) Guidelines for your presentation are listed below:
  - In your first minute, you need to introduce your concept to us by telling its definition and why it is important (three reasons) in the field of IB,
  - In your second minute, you need to provide us with a summary of your article along with its analysis based on your concept followed by a conclusion.
  - These presentations will start **with Chapter 2**. I will post the schedule for these presentations on Blackboard. (IMPORTANT NOTE: If you are *absent or late or not prepared* for the day you've been assigned for presenting, you will earn a zero grade for both your presentation and paper.)



## DEPARTMENT OF MANAGEMENT AND MARKETING

- *Team Book Analysis [T.B.A.] project (proposal, final report, and presentation) (5+5+5 points)*: Groups will be formed by the instructor. Each team will choose a book related to the topics that we cover in the class from the library. Then, you will get the instructor's approval of your book of choice prior to the midterm exam. For that, you need to meet the instructor during his office hours and bring three books of your choice so that he will approve of the most "appropriate" one for your team. (Failing to get his approval by your deadline will result in a 1-pt. reduction in your overall project grade.)
  - Your book's length should be between 100 and 150 pages. You will write a *ten-page long, 1-in. all margins, 1.5-spacing* executive report (and proposal) by answering the following questions: What did you learn from this book and which lessons did you take as a prospective global manager? Make five/six points. Your proposal is considered the first full draft of your final report, which means that you will provide me with your full report at the "proposal" stage. After receiving my feedback on that, you will make all revisions necessary prior to submitting your final report.
  - Your first page will include your table of contents and team members' full names as well as your "distinct" team name and logo. Your last (10<sup>th</sup>) page will include a conceptual diagram summarizing your findings and citation of the book. The rest of those eight pages will be used for your writeup to answer my questions above including a half page-long introduction (in the beginning of p.2) and conclusion (in the end of p.9) sections.
  - Not delivering and/or completing the work timely and/or in the expected quality may result in **being immediately removed from the team**, which means earning a 0 grade out of 15. If this situation occurs, you will need to notify your instructor immediately so that he can get involved. Unfortunately, if you wait until "the last minute" to notify your instructor (e.g., complaining about other teammates either in the last week of the semester or even after the presentations are made), he will not be able to help. (If/When necessary, the instructor reserves the right to re-form teams.)
  - Each team will pick a team leader who can help his/her team make excellent progress on a weekly basis. Since this is considered an "extra" work, **the team leader will be awarded with 20% of overall group project grade** as bonus points at the end of the semester. (For instance, if all team members get 12 points out of 15, the team leader will get 14.4 points, which is equal 12 plus 2.4. Basically, the better your team does under your leadership, the higher bonus points you earn as the team leader.) This team leader may also act as the "primary contact" with the instructor while discussing any issues that his/her team is facing. If there is more than one volunteer to serve as the team leader, please let the



## DEPARTMENT OF MANAGEMENT AND MARKETING

instructor know so that we will draw to determine the “lucky” student during my office hours. (The deadline of choosing your team leader is the same as the one for submitting your teamwork pledges.)

- Regarding the presentation, PowerPoint slides (12-15) will be used. Your presentation may take 8-9 minutes (see the rubric in the appendix). You are NOT allowed to use any notes during your presentation. **Business casual/professional attire is required (NO jeans, shorts, polos, t-shirts, sandals, sports shoes, etc.)**. Your presentation slides are to be submitted as a single-sided and two-slides-on-one-page hardcopy on the day of your presentation. Failing to submit your slides in this specified format will result in a 1-pt. reduction in your overall project grade. All team members should be in attendance for this presentation. If you are either absent, late, or unprepared on your presentation date, you will earn a 0 grade out of 15 for your team project grade.
- *Peer evaluations & teamwork pledges*: These scores will be incorporated with your group project score. For instance, if your team gets a total of 14 points from the group project and you get 8 out of 10 from your peer evaluations, your overall project grade will be “14 x 0.8=11.2. (The instructor will take your evaluation into full consideration if all team members submit their evaluations for the “unsuccessful” team member.) You are **only required to submit** this form as a hardcopy if you assign any team member with a grade equal and lower than 8. Besides, the teamwork pledge form (**one form per team**) is due as a hardcopy. Failing to submit/sign this pledge will result in another 1-pt. reduction in your overall project grade.

**Grading policy:** Class grades will be decided based on the following: (Midterm letter grades will be decided solely based on your midterm exam grade.)

- Syllabus acknowledgment quiz: **5**
- Mid-term and final exams: **20+25**
- Six GlobeSmart quizzes: **2.5x6**
- Homework assignments: **10**
- W.I.N. analysis (outline & presentation): **5+5**
- T.B.A. (proposal & final report & presentation):**5+5+5**

**A = 90–100** (a.k.a. “You rock” grade),  
**B = 80–89** (a.k.a. “Doing good” grade),  
**C = 70–79** (a.k.a. “Doing so-so” grade),  
**D = 60–69** (a.k.a. “Barely passing” grade),  
**F = 59 and below** (a.k.a. “Danger zone” grade).



## DEPARTMENT OF MANAGEMENT AND MARKETING

*None of your grades in this course will be rounded. Basically, you will see all your grades in decimals throughout the semester on the Blackboard and no rounding will occur. At the end of the semester, however, if your two-digit non-decimal final grade ends with number 9, you will be receiving a higher letter grade. For instance, if your final course grade is something between 79.0 and 79.9, you will receive a B grade instead of a C, which is a “practice” that I like to follow to further support my students’ GPA.*

*Furthermore, the instructor may use his “discretionary” bonus points for those students who have excelled in their class contribution along with exemplary professionalism. For instance, if your final course grade is 86.5 and you have possessed/shown both qualities throughout the semester, the instructor may assign you with an A letter grade instead of a B, which is another “distinct” practice that I like to follow.*

**A VERY IMPORTANT REMINDER:** Since this class only meets once in person per week, I urge you to effectively utilize the second half of your “3-credit-hours” in this course via doing your homework, reading your textbook, reviewing and summarizing your course material, etc. Not doing so might result in a failure of your exams. Furthermore, I strongly encourage you to put additional two hours of studying (at least) per week for this course.

### OTHER IMPORTANT POLICIES:

**Continuous and logical class contribution:** Everybody is expected to speak in this class. The instructor will ask you questions by calling your name. Your responses are expected to be both logical and comprehensive. Although there is no “direct” numerical evaluation of your class contribution, it will make you eligible for receiving my “very strong” letter of recommendation for your graduate school/ full-time employment applications. (See the participation evaluation rubric on **p. 18**). If a student has lacked professionalism (e.g., constantly using his/her cell phone during the class time, coming to class late, leaving the class early, not paying attention to the lecture, etc.), he/she will not be eligible for asking my reference letters. (If you are interested in **hearing my feedback on your class contribution**, you can meet me during my office hours right after your midterm exam.)

**Class attendance:** Attendance is required. I will take attendance at random times. Having **three absences or more will result in being dropped from the course** immediately, which means that you can have up to two absences without having any effect on your course final grade. If you are going to miss the class and there is an assignment due that day, you will need to email it to me as a Word/Pdf document by the due date and time. For those days when you are absent, it is completely your responsibility to talk to your classmates, ask for their class notes, cover all that information on your own, and ask me your questions during my office hours.





## DEPARTMENT OF MANAGEMENT AND MARKETING

**Professionalism:** I expect you to act professionally. This primarily includes avoiding any disruptive behaviors and conversations (e.g., chitchatting and giggling) with classmates except designated times, paying full attention to the lecture, coming to and leaving the class on time, actively attending in-class exercises, avoiding constant usage of cell phones, and using a professional tone with classmates and the instructor. If any of these issues occur, you will be considered unprofessional, which directly disqualifies you from asking for my letter of recommendation in the future. [NOTE: Remember that **“disruptive behavior” negatively affects three parties in this class: yourself, your classmates, and the instructor.** Thus, for the overall success of this classroom, it is very important to “stay focused.”]

**Assignment submission policy:** All the assignments need to be submitted by the due date and time. Late work will not be accepted and will receive a zero grade. On the other side, for instance, due to your “special” situation, if you have not been able to submit your assignment timely and are still interested in completing it, the instructor will assess your situation upon your request and may offer you a **“one-time” exception** to do so with a 20% of deduction of your grade.

**Proper English policy:** I recommend you get help and advice from the Writing Center (<https://www.tamusa.edu/student-resources/academic-success-center/writing-center/index.html> ) before submitting your assignments. At this level of a course, grammar errors, typos, and unorganized sentence structures are not acceptable. In addition, you are required to use “proper” English. For instance, ***instead of using “things” and “like”, you should use “factors” and “such as.”*** Using this sort of informal language in your assignments will result in some deduction in your grade.

**Make-up exam policy:** There will be no make-up exams unless there is an emergency health situation documented by a doctor’s official letter, *or* the death of an immediate family (parent/ sibling/ grandparent) documented by a doctor’s official letter, *or* a special situation accepted by the University such as a participation in an authorized University activity, *or* a legal proceeding that requires your presence. In general, I strongly recommend you take your exam at its scheduled time. Please make sure to remember that it is your responsibility to arrange a time for the make-up exam and to ensure that an agreed upon time and date falls within the week of the original exam date.

**Blackboard policy:** Blackboard is an online educational tool that we will frequently use during the semester to communicate. I will post the course PowerPoint slides and any other supportive course materials as well as announcements or changes to the syllabus that may come up during the semester. It is your responsibility to check it regularly to be informed of any changes or additional materials. You are also required to ***check your emails at least once a day***. All your emailing communications with me should be via your **“@jaguar.tamusa.edu”** account. Otherwise, you won’t receive any response.

**Electronic devices policy:** You may use your notebooks, laptops, tablets, etc. for taking notes purposes only. Any other usage (e.g., browsing the internet, doing other work, online shopping, social media, watching videos/live news/sports games, etc.) of these electronic devices is strictly prohibited. You may NOT use your cell/smart phones constantly except those times when allowed by the instructor and in case of emergencies. (If there are any emergencies that require you to check your phone constantly, you are required to inform the instructor at the beginning of the class.) If you carry any of these electronic



## DEPARTMENT OF MANAGEMENT AND MARKETING

devices, all of them must be completely muted for the duration of the class. Using any of these devices except their allowed course-related purpose will be considered “disruptive” behavior. Continuation of these issues may result in being removed from the classroom.

**Academic integrity violations policy:** Simply put, scholastic dishonesty, which primarily includes cheating, plagiarism, and collusion, will not be tolerated in this course. In other words, I have a “zero tolerance” policy regarding any incidents related to academic integrity. All your work in this course must be your individual effort, which means that no collaboration is allowed for any individual assignments in this class. In particular, if I suspect that you have been assisted by another student to complete your work (individual assignments and/or exams) required for this course or you have aided another student to complete his/her work (individual assignments and/or exams) or you have used some information from a reference without citing it or you have used any unpermitted materials during the exam, you will earn a zero grade for that assignment and I will report the incident to *my Department Chair, my Dean, and the Office of Student Rights and Responsibilities* right away. In addition, you are required to go to <https://catalog.tamusa.edu/undergraduate/academic-policies-procedures/dishonesty/> and read it very carefully. And finally, ***you are not allowed to use/cite any papers provided by “essay writing/selling” and/or “presentation providing” companies in any of your assignments*** (e.g., [www.ukessays.com](http://www.ukessays.com), [www.slideshare.net](http://www.slideshare.net), [www.essay48.com](http://www.essay48.com), [www.essaypro.com](http://www.essaypro.com), etc. ). Using these sorts of “references” will make your work invalid, which means earning a zero grade, and be considered PLAGIARISM!

**Questions about your grades:** Remember that my hope is to see you earn the highest possible grade for an assignment/ exam based on the quality of work that you’ve provided. If you feel that I have made a mistake in grading any of your exams/ assignments, please do the following before talking to me: Carefully review your assignment or examination and look for the correct answer in your textbook and PowerPoint slides; compare them with your response; write down what you think the error is; and make an appointment to meet with me and then we will review the assignment or exam together. If I agree that there is a mistake, your grade will be happily adjusted; however, reviewing your work does not guarantee a grade adjustment.

**Other general university policies:** They can be seen at the end of this syllabus (pp. 13-17).

If you have any concerns/ issues about anything related to this class, the most effective and efficient way to resolve them will be via directly communicating with your instructor in a professional and timely manner.

Those students who have successfully (and timely) completed all six GlobeSmart quizzes will be recognized via *Certificate of Achievement* at the end of this semester.



**DEPARTMENT OF MANAGEMENT AND MARKETING**

**MGMT 4331 TENTATIVE Course Schedule (\*)**

<b>DATES</b>	<b>CHAPTER</b>	<b>TOPIC</b>	<b>ASSIGNMENTS DUE</b>
Aug 27	Welcome to MGMT 4331!	Introduction to syllabus and administrative matters	Read your syllabus prior to coming to the class
Sep 3	The G.I.G.	The Global Intellectual Game (G.I.G.)	Syllabus acknowledgment quiz due (bring your scantron)
Sep 10	Chapter 1	Globalization	Teamwork pledges & team leader selections due
Sep 17	Chapters 2&3	National differences in political, economic, and legal systems National differences in economic development	W.I.N. papers and presentations for C-2&3 due (**) Reference book choices due
Sep 24	Chapter 4	Differences in culture	W.I.N. papers and presentations for C-4 due
Oct 1	Midterm Exam	Midterm exam	EXAM (bring your scantron)
Oct 8	Cross-cultural experience	How to do business overseas? An example from Turkiye	First 3 GlobeSmart quiz results due
Oct 15	Chapter 5	Ethics, corporate social responsibility, and sustainability	W.I.N. papers and presentations for C-5 due
Oct 22	Chapter 6	International trade theory	W.I.N. papers and presentations for C-6 due
Oct 29	Chapter 7	Government policy and international trade	W.I.N. papers and presentations for C-7 due T.B.A. proposals due
Nov 5	Chapter 8	Foreign direct investment	W.I.N. papers and presentations for C-8 due T.B.A. proposal feedback meetings with the instructor
Nov 12	Chapter 9	Regional economic integration	W.I.N. papers and presentations for C-9 due
Nov 19	Chapter 13	Entering developed and emerging markets	W.I.N. papers and presentations for C-13 due Last 3 GlobeSmart quiz results due
Nov 26	Group work	Teams will meet via Zoom and work on their final edits of T.B.A. project	Attendance reports by the team leaders via email due
Dec 3	Team projects	T.B.A. presentations	T.B.A. final papers and presentations due



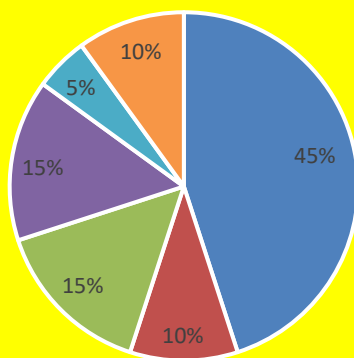
## DEPARTMENT OF MANAGEMENT AND MARKETING

Dec 10 @ 2 pm	Final exam	Final exam	EXAM (bring your scantron)
---------------	------------	------------	----------------------------

(\*) The instructor **reserves the right to make any changes** to this calendar (as well as syllabus) when necessary, to better serve the educational needs of MGMT 4331 students.

(\*\*) Each student will only write and present one W.I.N. paper during the semester based on his/her assigned chapter.

### MGMT 4331: SUMMARY OF YOUR REQUIRED ASSIGNMENTS



■ Exams ■ W.I.N. ■ GlobeSmart ■ Team project ■ S.A.Q. ■ HW

Librarian to contact: You should feel free to contact the business librarian Ms. Rachel Pecotte ([rachel.pecotte@tamusa.edu](mailto:rachel.pecotte@tamusa.edu)) if you need any assistance in finding course-related resources and/or materials to complete your assignments successfully.



## DEPARTMENT OF MANAGEMENT AND MARKETING

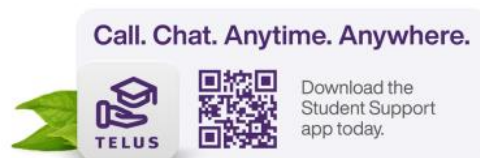
### IMPORTANT UNIVERSITY POLICIES AND RESOURCES

Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/Disability-Support-Services/index.html> or email us at [dss@tamusa.edu](mailto:dss@tamusa.edu). Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu), calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Madla 120. All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information on SCC services visit [tamusa.edu/studentcounseling](https://tamusa.edu/studentcounseling)

*Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2'). Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer to peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.*



Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/> .



## DEPARTMENT OF MANAGEMENT AND MARKETING

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/emergency-management/>. Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Writing, Language, and Digital Composing Center: The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on “Writing, Language, and Digital Composing Center” to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://www.tamusa.edu/academics/>.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots’ Casa building, room 202, or to contact the Office of Military Affairs with any questions at [military.va@tamusa.edu](mailto:military.va@tamusa.edu) or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up



## DEPARTMENT OF MANAGEMENT AND MARKETING

any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator ([titleix@tamusa.edu](mailto:titleix@tamusa.edu), 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with



## DEPARTMENT OF MANAGEMENT AND MARKETING

a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status ([titleix@tamusa.edu](mailto:titleix@tamusa.edu); 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

### *Students' Rights*

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, gender identity, gender expression, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

### *Students' Responsibilities*

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.





## DEPARTMENT OF MANAGEMENT AND MARKETING

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academic-integrity.html>).

### *AI policy: No Use of Generative AI Permitted*

MGMT 4331 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

### Important Dates:

August 26	First day of class
September 2	Labor Day Holiday
November 11	Last day to drop with an automatic "W"
November 19	Last day to drop a course or withdraw from the University
November 27	Study Day – No classes
November 28-30	Thanksgiving Holiday – No classes
December 5	Last day of classes
December 6	Study Day – No classes
December 7-13	Final exams

*The complete academic calendar is available online: <https://www.tamusa.edu/academics/academic-calendar/index.html>.*



DEPARTMENT OF MANAGEMENT AND MARKETING

APPENDIX

---Class Participation Evaluation Rubric (\*) ---

<i>Evaluation</i>	<i>Explanation</i>
<p><b>Exemplary</b></p> <p>★ ★ ★</p>	<p>The student proactively and regularly contributes to class discussion &amp; initiates discussion on issues related to class topics. He/she informs the class about the “most recent” corporate news related to the subject being covered in class.</p> <p>Comments are always insightful &amp; constructive; he/she uses appropriate terminology. Comments are well-balanced between general impressions and thoughtful criticisms.</p>
<p><b>Proficient</b></p> <p>★ ★</p>	<p>The student proactively contributes to class discussion &amp; responds to direct questions.</p> <p>Comments are mostly insightful &amp; constructive; he/she mostly uses appropriate terminology. Occasionally comments are too general or not relevant to the discussion.</p>
<p><b>Developing</b></p> <p>★</p>	<p>The student makes few contributions to class discussion &amp; seldom volunteers but still responds to direct questions.</p> <p>Comments are sometimes constructive, with occasional signs of insight. He/she sometimes uses appropriate terminology; comments are not always relevant to the discussion.</p>
<p><b>Unacceptable</b></p> <p>NO ★</p>	<p>The student rarely or never contributes to class discussion &amp; fails to respond to direct questions.</p> <p>Comments are uninformative, lacking in appropriate terminology; comments are not relevant to the discussion.</p>
<p><b>As stated before:</b></p> <p>If a student’s <i>class contribution</i> has been evaluated as <u>exemplary</u> along with the same level of <i>professionalism</i> and he/she needs some extra points to receive a higher letter final course grade, the instructor may choose to do so. This practice is solely <b>at the instructor’s discretion</b>.</p> <p><b>Definition of professionalism:</b> It “involves consistently achieving high standards, both in the work you do and the way you behave.” (<a href="https://www.mindtools.com/av44li2/professionalism">https://www.mindtools.com/av44li2/professionalism</a>)</p>	

(\*) Source-1: <https://www.cmu.edu/teaching/assessment/examples/cfa/tools/participationrubric-cfa.pdf>

(\*) Source-2: [https://bestpracticeslegaled.files.wordpress.com/2011/05/class\\_discussion\\_rubric.pdf](https://bestpracticeslegaled.files.wordpress.com/2011/05/class_discussion_rubric.pdf)



DEPARTMENT OF MANAGEMENT AND MARKETING

PEER EVALUATION FORM (MGMT 4331)

Team name: \_\_\_\_\_

Group Project Grade Awarded

(Min:0; Max: 10; No decimals)

Student's Name

1. \_\_\_\_\_ (yourself) \_\_\_\_\_
2. \_\_\_\_\_ (student #1) \_\_\_\_\_
3. \_\_\_\_\_ (student #2) \_\_\_\_\_
4. \_\_\_\_\_ (student #3) \_\_\_\_\_
5. \_\_\_\_\_ (student #4) \_\_\_\_\_
6. \_\_\_\_\_ (student #5) \_\_\_\_\_

(You are required to submit this assessment form only if you have given a total grade of **8 and below**. You will also need to provide an explanation on the next page. This means that if you have given either a 9 or 10, you are not required to submit this form.)

**\*\*Peer Evaluation Rubric\*\***

<i>Questions</i>	<i>Max. Scores</i>
He/ she attended all our team meetings.	2
He/ she contributed to a fair share of our team's workload.	2
He/ she met all deadlines set up by our team.	2
He/she positively contributed to all our team meetings.	2
The quantity of work he/ she completed was satisfying.	1
The quality of work he/ she completed was satisfying.	1



**DEPARTMENT OF MANAGEMENT AND MARKETING**

**PEER EVALUATION FORM (cont.)**

**Explanation for Yourself: ....**

**Explanation for Student #1: ....**

**Explanation for Student #2: ....**

**Explanation for Student #3: ....**

**Explanation for Student #4: ....**

**Explanation for Student #5: ....**

**ANY ADDITIONAL COMMENTS: ....**



**DEPARTMENT OF MANAGEMENT AND MARKETING**

**TEAMWORK PLEDGE**

- I promise to listen and make eye contact while my teammates are sharing ideas.
- I believe that our team’s best opportunity for success in MGMT 4331 is practicing good teamwork skills by always remembering that good teamwork incorporates all TAMUSA values.
- I commit to always using gracious professionalism and helping my team come up with a definition of its meaning for our team.
- I promise to share my knowledge and skills with my teammates.
- I will take my team role very seriously and will make a list of the duties I am going to have to complete in that role. I promise to do my homework within the deadlines because I know my team is counting on my research and my ideas.
- I promise to attend all scheduled meetings because I realize my presence is critical to my team’s success. If I am unable to attend a meeting, I will notify my teammates in advance and still send my work to them via email prior to the scheduled meeting.
- I promise to use at least two encouraging phrases at every meeting. Some encouraging phrases may include the following:
  - ✓ I like that idea!
  - ✓ You did a great job on this research!
  - ✓ Your idea gave me an idea for doing this in a better way!
- I realize that learning to work effectively within a group will help prepare me for success in my life.
- I promise to watch at least two educational YouTube videos on “good/ bad presentation” with my teammates.
- I promise to read (and review) final versions of both the proposal and executive report (as well as the presentation slides) and provide my teammates with my feedback so that any typos/ errors can be fixed timely.
- I have reviewed this pledge very carefully and promise to commit to this **Teamwork Pledge** throughout the semester in MGMT 4331.

Team member name	Team member signature	Date
(Team leader)		

**DUE: This is required and to be submitted one form per team by its due date stated on p#11.**

(\*) Source: <http://theinventioneers.blogspot.com> (This pledge has been revised before being used as a supportive tool in this syllabus for educational purposes.



**DEPARTMENT OF MANAGEMENT AND MARKETING**

**T.B.A. PROJECT**

**PROPOSAL & EXECUTIVE REPORT:**

- ✓ **Page 1:** all team members' full names as well as your team name and logo in addition to the table of contents.
- ✓ **Pages 2-9:** your writeup explaining these five/six points you have come up with (create "unique" sub-titles for all these points that are not as same as those in the book) along with the introduction and conclusion sections.
- ✓ **Page 10:** your conceptual diagram as well as the citation of your book in the APA style.
- ✓ You need to use all full sentences (no bullet points) and paragraphs.
- ✓ You may not use any direct quotations.
- ✓ If you are unsure about how to structure or format your answers, you can always ask clarification questions.

**GROUP PRESENTATION:** Your presentation should highlight the most important/interesting findings in your final report. Make sure to include your conceptual diagram (not as a "copy-paste" from your final report) at the end of your presentation.

(For business attire, see <https://www.sph.emory.edu/careers/documents/ProfessionalDressforSuccess.pdf> .)

**--- Group Project Presentation Evaluation Rubric ---**

<b>Questions</b>	<b>Max. scores</b>
Clarity and comprehensiveness of the presentation (e.g., introduction, clear flow of information, equal time distribution, conclusion)	2.0
Format of the presentation (e.g., "liveliness", creativity, no full sentences, no typos, using 12-15 slides, no "copy-paste" conceptual diagram)	1.0
Fluency of the presenter's speech (e.g., not reading it from the slides or anywhere else, not making frequent pauses)	0.5
Enthusiasm of the presenter showing his/her proudness of the work completed as well as wearing business casual/professional attire	0.5
Eye contact with the audience and using the body language appropriately	0.5
Timing (8-9 mins: +/- 30 secs OK)	0.5
<b>TOTAL POINTS</b>	<b>5</b>



**DEPARTMENT OF MANAGEMENT AND MARKETING**

**--- W.I.N. Outline Format ---**

**(to be typed and submitted as a double-sided hardcopy prior to your presentation)**

**(HANDWRITTEN SUBMISSION WILL NOT BE ACCEPTED!)**

Student's full name	
Assigned chapter & Chosen concept	
Concept definition as a direct quotation from the textbook	“ ”
Why important (in your own words)-1 in a short paragraph (3-4 lines)	
Why important (in your own words)-2 in a short paragraph (3-4 lines)	
Why important (in your own words)-3 in a short paragraph (3-4 lines)	
Title of your chosen online article along with its publication date (between 2023 & 2024) and weblink	



**DEPARTMENT OF MANAGEMENT AND MARKETING**

A summary of this article in a short paragraph (3-4 lines)	
Analysis of this article based on the concept you've chosen in a short paragraph (3-4 lines)	

**GRADE: ...../5.0**  
**(for instructor's use only)**

**--- W.I.N. Individual Presentation Evaluation Rubric ---**

<b>Questions</b>	<b>Max. scores</b>
Clarity and comprehensiveness of the presentation via following the criteria explained on p. 5	2.5
Showing enthusiasm and proudness for the work you've completed	0.5
Using the body language appropriately	0.5
Eye contact with the audience	0.5
Timing of the speech (2 mins: +/- 15 secs OK)	0.5
Fluency of the speech (e.g., not reading it from anywhere thoroughly, not making frequent pauses)	0.5
<b>TOTAL POINTS</b> (Reading any notes thoroughly will result in an additional 1-pt. deduction. Also, making a short/long presentation, which refers to either less than 1.5 minutes OR more than 2.5 minutes, will result in an additional 1-pt. deduction.)	<b>5</b>

**GRADE: ...../5.0**  
**(for instructor's use only)**