

Spring 2017 Syllabus  
MANA 7397 International Environment of Business  
*(including field study in China)*

Instructor: Daniel Currie  
402C UCBB  
[dcurrie@uh.edu](mailto:dcurrie@uh.edu)  
713-743-4806

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### Course Objectives

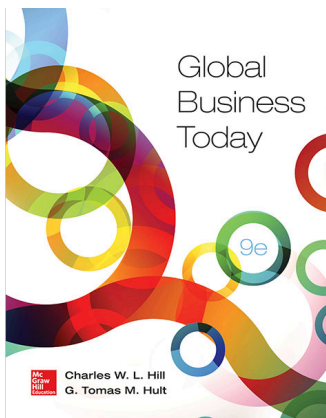
- To provide a framework for understanding the underlying structures and resultant forces that affect global businesses;
- To encourage you to develop insights into those structure and forces and relate them to future personal and professional opportunities;
- Through the field study in China, to bring to life the elements of global business discussed in the textbook with a view to sensitizing you to the opportunities and pitfalls in going global, anywhere in the world, using China as an example.

### Textbooks and other Materials Required for this Course

This class will make extensive use of Blackboard. In addition, you will need to register for and gain access to one external electronic resources which is described more fully below:

- McGraw Hill's "[Connect](#)" for your "International Environment of Business" textbook.

### Textbook: Global Business Today 9e



– the “Connect” version is required for this class.

**Note:** the easiest way to get access to the textbook is to start the first assignment from Blackboard. You will be taken to the page where you can register and pay for access to the book.

McGraw-Hill's Connect is a web-based assignment and assessment solution that includes a feature called *LearnSmart*. LearnSmart reading assignments will make up 15% of your overall course grade. Further, chapter assignments from Connect will make up 10% of your overall course grade.

Connect access codes are packaged with a loose-leaf version of textbook in the campus bookstore. In addition, Connect can also be purchased online at our section's Connect web address: <http://connect.mheducation.com/class/>. *You do not need to purchase a loose-leaf version of the text unless you want to do so.* If you purchase Connect online, choose Connect Plus, which includes an interactive eBook version of the required textbook for this course. NOTE: You can register in Connect and have access without a code for a limited time period (typically three weeks).

Another way to register in Connect is to go to [http://connect.mheducation.com/class/carlin\\_currie\\_studyabroad](http://connect.mheducation.com/class/carlin_currie_studyabroad) and click "**Register Now.**"

If you have any issues while registering or using Connect, please contact McGraw-Hill's Customer Experience team through <http://www.mhhe.com/support> or at 800-331-5094. To avoid problems related to unexpected technical issues, you are advised not to wait until the last moment to complete assignments. Please review your "*Connect Student Quick Tips*" document for further support.

## Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to the course administrator in a timely manner.

## Academic Honesty Policy

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook: <http://catalog.uh.edu/content.php?catoid=14&navoid=4210>

You are expected to read the above policy and understand your obligations in this course.

You may earn an F in the class or be expelled from the university for plagiarizing, cheating, or otherwise violating the academic honesty policies in this class, depending on the circumstances.

## Grading

### *Summary of course requirements*

| <b>Assignment/Exam/Participation</b>                                 | <b>Percentage of Total Grade</b> |
|--|----------------------------------|
| Chapter Assignments from Global Business text (Connect)              | 10                               |
| LearnSmart Assignments Global Business text (Connect)                | 15                               |
| Quizzes (Connect)  | 35                               |
| Personal Department and Participation on Field Study portion of trip | 40                               |
| <b>Total</b>   | 100                              |







































































## Schedule













































































**Mandatory Orientation:** Friday Feb 10, 6:30 pm in Management Dept. conference room, Melcher Hall 313. Dinner will be served.














































You cannot participate in the class or the field study portion without attending this orientation.

▼ Week 1 Spring 17 Session 4

Chapters 2, 3, 4

|   |   |   |                   |   |   |
|---|---|---|-------------------|---|---|
|    | Chapter 2. National Differences in Political, Economic, and Legal Systems |       | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 2 Click and Drag: Differences in Political Systems                |       | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 2 Click and Drag: Property Rights and Corruption                  |       | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 2 Video Case: Javabucks in China                                  |       | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 2 Quiz  |       | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 3. National Differences in Economic Development                   |       | 2/4/2017-5/2/2017 |    |    |
|  | Chapter 3 Click and Drag: Evaluating Country Attractiveness               |   | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 3 Video Case: Japan's Economic Malaise                            |   | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 3 Click and Drag: States in Transition                            |   | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 3 Quiz  |   | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 4. Differences in Culture   |   | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 4 Click and Drag: Geert Hofstede's Big Idea                       |   | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 4 Click and Drag: Economic Implications of Major Religions        |   | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 4 Quiz  |   | 2/4/2017-5/2/2017 |  |  |

|  <b>Week 2 Spring 17 Session 4</b><br>Chapters 6, 6A, 7, 9 |   |   |                   |   |   |
|---|---|---|-------------------|---|---|
|    | <b>Chapter 6. International Trade Theory</b>                              |       | 2/4/2017-5/2/2017 |    |    |
|    | <b>Chapter 6 Click and Drag: Trade Theories, a Historical Approach</b>    |       | 2/4/2017-5/2/2017 |    |    |
|    | <b>Chapter 6 Click and Drag: The Balance-of-Payment (BOP) Explained</b>   |       | 2/4/2017-5/2/2017 |    |    |
|    | <b>Chapter 6 Video Case: The Rise of Bangladesh's Textile Trade</b>       |       | 2/4/2017-5/2/2017 |    |    |
|    | <b>Chapter 6 Quiz</b>   |       | 2/4/2017-5/2/2017 |    |    |
|    | <b>Chapter 7. Government Policy and International Trade</b>               |       | 2/4/2017-5/2/2017 |    |    |
|   | <b>Chapter 7 Click and Drag: Milestones in Trade</b>                      |     | 2/4/2017-5/2/2017 |   |   |
|    | <b>Chapter 7 Click and Drag: The Arsenal of Trade Weaponry</b>            |   | 2/4/2017-5/2/2017 |  |  |
|    | <b>Chapter 7 Video Case: The Political Economy of International Trade</b> |   | 2/4/2017-5/2/2017 |  |  |
|    | <b>Chapter 7 Quiz</b>   |   | 2/4/2017-5/2/2017 |  |  |
|    | <b>Chapter 9. Regional Economic Integration</b>                           |   | 2/4/2017-5/2/2017 |  |  |
|    | <b>Chapter 9 Click and Drag: EU Expansion</b>                             |   | 2/4/2017-5/2/2017 |  |  |
|    | <b>Chapter 9 Click and Drag: Levels of Economic Integration</b>           |   | 2/4/2017-5/2/2017 |  |  |
|    | <b>Chapter 9 Click and Drag: Regional Integration</b>                     |   | 2/4/2017-5/2/2017 |  |  |
|    | <b>Chapter 9 Quiz</b>   |   | 2/4/2017-5/2/2017 |  |  |

| ▼ Week 3 Spring 17 Session 4  |  |   |   |                   |   |   |
|---|--|---|---|-------------------|---|---|
| Chapters 10, 11   |  |   |   |                   |   |   |
|    | Chapter 10. The Foreign Exchange Market                                |    |    | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 10 Click and Drag: Managing Foreign Exchange Risks             |    |    | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 10 Video Case: Spolkswagon's Hedging Strategy                  |    |    | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 10 Quiz  |    |    | 2/4/2017-5/2/2017 |    |    |
|    | Chapter 11. The International Monetary System                          |    |    | 2/4/2017-5/2/2017 |    |    |
|  | Chapter 11 Click and Drag: The Evolution of the Global Monetary System |  |  | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 11 Click and Drag: Understanding Exchange Rates                |  |  | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 11 Video Case: Air-Omnibus and the Euro                        |  |  | 2/4/2017-5/2/2017 |  |  |
|  | Chapter 11 Quiz  |  |  | 2/4/2017-5/2/2017 |  |  |

*All work noted above should be completed prior to the trip to China which begins on Sunday, March 12 (evening) at the hotel.*