

MANA 7397
International Environment of Business

Spring Session 4: February 17th, 2025- March 27th, 2025

Room: Melcher Hall 315G
Professor: Dr. Steve Werner
Office: 315G Melcher Hall
Room: Mandatory orientation, TBD, 6:00pm-10:00pm
Phone: 713-743-4672
Email: swerner@uh.edu
Office Hours: By appointment.

COURSE OBJECTIVE

This course is designed to provide a working framework for understanding the underlying structures and resultant forces acting on global businesses. Through this framework, you will be encouraged to develop your own insights and relate it to future opportunities whether personal or professional. Our goal is to bring to life the elements covered in assigned materials with a view to sensitizing and awakening you to the opportunities and pitfalls of going global. Lastly, through the integration of what you read, see, hear and experience you will produce a report that includes reflection upon the study abroad experience incorporating and building upon the perspective of current issues in the news about global engagement.

REASONABLE ACADEMIC ADJUSTMENTS/AUXILIARY AIDS

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

ACADEMIC HONESTY POLICY

The Bauer College of Business is proud of the high quality of our students and our academic programs. We recognize the importance of academic honesty in maintaining our high standards. In the rare situation where there may be a breach of academic honesty, we would appreciate your assistance in bringing the situation to our attention. We will, of course, take appropriate action in all cases. If you have questions about the Academic Honesty Policy, it is included in the [Student Handbook](#). The staff of the Dean of Students Office are also available to answer questions.

COURSE EVALUATIONS

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and the Bauer College of Business through the evaluation process.

UH CAPS

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps<<http://www.uh.edu/caps>>) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program (http://www.uh.edu/caps/outreach/lets_talk.html), a drop-in consultation service at convenient locations and hours around campus.

CLASSROOM AND TRIP CIVILITY

As students enrolled in courses offered by the Bauer College, you are expected to adhere to the ethical principles described in the Bauer Code of Ethics and Professional Conduct (Bauer Code), in addition to those required by the UH Student Handbook. You may review the Bauer Code by clicking on the following link - <http://www.bauer.uh.edu/BCBE/BauerCode.htm>. You may obtain a copy of the UH Student Handbook from the Dean of Students Office located in room 252 of the University Center, or by visiting the publications webpage on the Dean of Student's website at <http://www.uh.edu/dos/pub.html>. Students are expected to conduct themselves as follows:

- **Timely arrivals and departures** – It is expected that you arrive on time and be prepared to depart on any excursions on time. Further, it is expected that you be at the designated meeting place to return to the hotel on time.
- **Attention during lectures and visits** – It is expected that you participate and provide your full attention during tours, lectures and company visits. This means that you should avoid unnecessary discussions with fellow students; taking photographs, read newspapers or magazines; or other activities that may be disruptive. You should also make sure that you get enough sleep the previous evening, so that your attention is not impaired during program activities.
- **Unauthorized use of cell phones or beepers during trip activities** – Please turn your cell phones and beepers off before coming to any course activities. If you find it necessary to keep your phone turned on, please put it on vibrate mode.
- **Respect for hosts, guest lecturers, other students, and other hotel guests** – Students should treat hosts, guest lecturers, other students, and other hotel guests in a respectful manner.
- **Preparation for class** – You are expected to prepare for the trip by completing all assignments and researching each organization visited. Your preparation will show by the quality of your questions and comments.
- **Harassment** – Making harassing or obscene comments or gestures to other students, faculty, guest lecturers, or hosts will not be tolerated. This includes sending harassing or obscene email or voice messages to others.

EXCUSED ABSENCE POLICY

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

CANVAS

Canvas will be used in this class as a course management tool. Specific options for this class are described below. To access Canvas, please obtain a Cougernet ID and login at:

<http://www.uh.edu/canvas>. If you have questions about Canvas or need technical assistance, you can click on the “get help” link on the Canvas website, call the help-line at 713-743-1411 (M-F 8am-8pm), or visit the IT Support Center in room 56 of the library (M-F 8am-8pm).

Contact me for any course-related questions.

- Discussion Board
The discussion board tool will be used for weekly discussions on topics from the required readings.
- Grades
Use this tool to access your grades for this class including assignments, presentations, and the final course grade.
- Assignments
Use this tool to submit assignments including the pre-trip questions, and the Reflection paper.

TEXTS

Daniels, J.D., Radebaugh, L.H., & Sullivan, D.P. 2021. *International Business: Environments & Operations, 17th Edition*. (Global Edition, okay) New York, NY: Pearson.

You are also required to read (before the trip to Singapore) the country studies available from the following sources:

[U.S. Relations With Singapore - United States Department of State](#) (U.S. State Dept. Singapore)

[Singapore - The World Factbook \(cia.gov\)](#) (CIA World fact book – Singapore)

[Singapore - Market Overview \(trade.gov\)](#) (U.S. Commercial Service site).

[Singapore | United States Trade Representative](#) (Office of the US Trade Representative)

DETERMINANTS OF THE TERM GRADE**PERCENTAGES**

Pre-trip questions	= 10%
Post-trip answers	= 10%
Reflection Paper	= 20%
Contribution	
On Trip	= 50%
On Web discussions	= 10%
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Total	= 100%

POINTS

Point values are as follows:

Pre-trip Questions.....	10 points
Post-trip Answers.....	10 points
Reflection Paper.....	20 points
Trip Participation.....	50 points
On-Line Participation.....	10 points
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Total.....	100 points

GRADES

Grades will be based on the following point totals:

A	93.0 - 100.0 points
A-.....	90.0 - 92.9 points
B+.....	87.0 - 89.9 points
B	83.0 - 86.9 points
B-.....	80.0 - 82.9 points
C+.....	77.0 - 79.9 points
C	73.0 - 76.9 points
C-.....	70.0 - 72.9 points
D+.....	67.0 - 69.9 points
D	63.0 - 66.9 points
D-.....	60.0 - 62.9 points
F	00.0 - 59.9 points

PARTICIPATION

The Singapore trip is a vital part of this course. Students are expected to positively represent the University of Houston, act professionally, abide all the laws of the country being visited, participate in all excursions and seminars (unless they are deemed optional), and to attend all classes. Violating the Bauer Code, delaying the group, being disruptive, being inattentive, drinking alcohol during program activities, missing activities, and bringing along guests are examples of behaviors that will negatively affect the contribution grade. Students' behaviors on the trip counts 50 points. Canvas discussion contribution counts 10 points. The Canvas discussion will be based on the week's readings as specified on the schedule below. Canvas discussion contribution points will be based on the quality and quantity of each student's postings, as well as the quantity of postings each student has read. High quality postings will be more than just opinions; they will include references and links to material that supports the opinions. Students are expected to contribute two quality posts per week, for a minimum total of 8 quality posts. To get full credit, students are expected to read at least 90% of the posts.

REFLECTION PAPER

This paper is meant to be the final integrating component of your experience on this trip. It should be 4 – 6 pages in length, 1.5-line spacing, normal size font (no larger than 12 point). It consists of two parts:

1. Your own thoughtful reflection on the trip, your experience and how it might connect to your future endeavors, personal or professional; these trips are part of what we call experiential learning – you derive knowledge and insights from participation in the trip itself. At your stage of academic career, as a graduate student, we expect more insight in your paper than a bulleted list of things that you saw.
2. What Singapore did you see, what did you expect? In terms of the substantive portion of the course, was there something that you expected; something you missed? Look for manifestations of things you can't see directly but that impact the environment – politics, climate, social issues and so on. Go back to the book readings and draw inspiration from those.

The paper should be turned in via Canvas' assignment function and will be submitted to turnitin.com to be analyzed for plagiarism. (Go to http://www.turnitin.com/research_site/e_home.html to learn more about plagiarism and how to avoid it.) The paper is worth 20 points and is due March 27th, with 2 points off for every day late.

PRE-TRIP QUESTIONS

Companies we will be visiting in Singapore will be presented at the orientation. Each student should research three companies and for each of the three provide me with 1) a one paragraph summary of the company; and 2) three questions that would be appropriate to ask a company representative. The questions should show considerable thought, a basic knowledge of the company, and be course related. **That is, the questions should be related to some aspect of doing international business in Singapore (it's business environment) not just how that company does business in general.** Questions that can be answered in one word (or a short sentence), that are not course related, and questions that might be embarrassing to company employees are not appropriate. These 3 paragraphs and 9 questions are due by 11:59pm, March 3rd and should be turned in via Canvas assignments. The questions are worth 10 points, with 1 point off for every day late.

POST-TRIP ANSWERS

Students should seek the answers to their questions during our Singapore trip. The questions should be thoroughly answered. If you cannot find the answer to your specific questions from company representatives, research the issue and answer it for Singaporean companies in general. The nine questions and their answers in word format should be turned in on Canvas (assignments) by 5:00pm, March 24th. The answers are worth 10 points, with 1 point off for every day late.

ASSIGNMENT SCHEDULE

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<u>Date</u>	<u>Topic</u>	<u>Readings</u>
February TBD	Mandatory Orientation for the Singapore Trip 6pm-10pm	
February 17 th	TOPIC: Intro to International Business First day of on-line class.	Daniels, Chpts 1-2
February 24 th	TOPIC: Global Environmental Frameworks	Daniels, Chpts 3-5
March 3 rd	TOPIC: Global Strategy PRE-TRIP QUESTIONS DUE by 11:59pm.	Daniels, Chpts 12-13
March 9 th	TRIP TO SINGAPORE	
March 17 th	TOPIC: Global Structure and Implementation	Daniels, Chpts 14-16
March 24 th	Last day of webct discussions. Discussion Board closes at 10:00am. POST-TRIP ANSWERS DUE by 11:59pm.	
March 27 th	REFLECTION PAPER DUE by 11:59pm.	

The schedule is tentative and may change due to situational factors.