Course Syllabus
Course Number/Section/Name: MKT 6319-01 (Seminar in International Business & Marketing Strategy)
Prerequisites (if any): Leveling course in marketing
Professor: Syed Tariq Anwar
Class Days/Times/Location or Other Format: W/6:30 pm-9:30 pm (Jan. 14-April 17)
Office Location: cc 206
Office Location: cc 213-F
Office Hours: M&W 900-11 am, M&W 100-300 pm, Th 930-1130 am
Office Phone: 806-651-2491
E-Mail: sanwar@mail.wtamu.edu
Other: (Other optional information you wish to share, e.g., cell phone number, homepage, etc., please remove from syllabus if not in use)

Terms of Use
A student's continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTClass environment. This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.

WTAMU College of Business Mission Statement

The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Learning Objectives of the WTAMU College of Business Programs

The College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the College of Business are as follows:

- Leadership
- Communication
- Critical Thinking
- Business Integration
- Core Business Knowledge
- Global Business Environment
- Business Ethics and Corporate Governance
Course Description

Prerequisite: Leveling course
Business activities involved in moving goods from production to consumption; marketing functions and problems. Developing a philosophy of the role of marketing in the American economy.

Course Objectives

Primary Objective: To explain and analyze global practice of international business activities within the concepts of strategy framework and multinational Corporations (MNCs).
* To learn to work together as a team.
* To explain and demonstrate international business strategies by using presentations, up-to-date literature/data, and current issues of MNE activities.
* Developing global, ethical, and critical thinking through writing assignments, class discussions, and case presentations.

Course Materials (Text, calculator, etc.)

Required Texts:
3. For class discussions: *The Wall Street Journal* (see Instructor for student rates/subscription forms)

Map from COB Learning Objectives to Specific Course Objectives

- **Goal 1: Professional Communication**: Graduates of the MBA program will communicate effectively as managers (MKT 6319 class activities: Seminar discussions; written and oral presentations).
- **Goal 2: Leadership**: Graduates of the MBA program will be leaders (MKT 6319 class activities: Active class participation; seminar presentations).
- **Goal 3: Business Environment**: Graduates of the MBA program will be knowledgeable of ethical, global, and social trends affecting business decisions (MKT 6319 class activities: Class lectures; up-to-date material and discussions; use of Wall Street Journal and other online/Web resources).
- **Goal 4: Business Integration**: Graduates of the MBA program will be able to integrate quantitative and qualitative techniques from business functional areas (MKT 6319 class activities: Delivery of 16 chapters from functional areas of business and class discussions; research papers; analytical written assignments dealing with data and industry analysis; use of online/Web material).

Course Grading Policies
A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: X-59

Course Assignment, Examination, and or Project Policies

Course Requirement & Weights

1. Exam I (from textbook #1, 4 essay questions): 28
2. Exam II (from textbook #1, 4 essay questions): 28
3. Assignments:
   a. One written article summary/critique/seminar presentation (from Text book #2): 10
   b. Term Paper: 12
   c. Miscellaneous/weekly assignments: 12
   d. Active class participation/seminar discussions: 10
* Please Note: No make-up exams will be allowed; late assignments will not be accepted.

Course Topics

Tentative Schedule (Jan. 14-April 17)

Week 1/Jan. 16 - An overview of the course contents, objectives, policies & Web sites; seminar presentation format and assignments; other discussion; Ch. 1,2
Week 2/Jan. 23; Ch. 3
Week 3/Jan. 30; Ch. 4,5; Seminar presentations
Week 4/Feb. 6; Ch. 6,7; Seminar presentations
Week 5/Feb. 13; Ch. 8; Seminar presentations
Week 6/Feb. 20; (EXAM I, Chapters 1-8; four essay questions)
Week 7/Feb. 27, Ch. 9,10; Seminar presentations
Week 8/March 6, Ch. 11,12; Seminar presentations
Week 9/March 11-15 (SPRING BREAK)
Week 10/March 20; Ch. 13; Seminar presentations
Week 11/March 27; Ch. 14; Seminar presentations
Week 12 – April 3; Ch. 15; Seminar presentations
Week 13 – April 10; Ch. 16; Speakers; Review Session
Week 14 – April 17 (FINAL EXAM, Chapters 9-16; four essay questions)

Graduation (May 11)

Additional Course Policies

Indexes, Web/Research Guides & Meta Sites:

http://wtfaculty.wtamu.edu/~sanwar.bus/otherlinks.htm

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Online Resources for Research Projects & Class Assignments (S.T. Anwar, WTAMU)
http://wtfaculty.wtamu.edu/~sanwar.bus/syllabi.htm#Online_Resources

**Reference Material for Assignments:**


**Selected Business/International Business Journals** (*available in Cornette Library):

See: Academic Journals (S.T. Anwar, WTAMU)
http://wtfaculty.wtamu.edu/~sanwar.bus/otherlinks.htm#Academic_Journals

Chazen Web Journal (online)
Global Finance Journal
International Business Review
Journal of World Investment & Trade
Journal of World Trade
International Marketing Review
International Studies of Management & Organization
Journal of Global Marketing
Journal of International Business Studies
Journal of International Entrepreneurship
Journal of International Financial Management & Accounting
Journal of International Management
Journal of International Marketing
Journal of International Trade Law & Policy
Journal of Multinational Financial Management
Journal of Teaching in International Business
Journal of World Business
Journal of World Intellectual Property
Management International Review
Multinational Business Review
Thunderbird International Business Review
Transnational Corporations
World Competition
World Trade Arbitration & Material
World Trade Review
Strategic Management Journal
Harvard Business Review
MIT Sloan Management Review
California Management Review
Business Horizons

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WTAMU COB Student Code of Ethics

Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

Code of Ethics:

- Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
- Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
- Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
- Do not work with other students on projects or assignments without authorization from the course instructor.
- Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.
- Do not forge the signature of an instructor, advisor, dean, or another student.
- Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
- Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.
- Respect the property, personal rights, and learning environment of all members of the academic community.
- Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean’s office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for the following:

- Participation in student organizations sponsored by the COB.
- Recognition for College academic honors, awards, and scholarships.

COB Student Resources Link

The COB has developed a Student Resources repository (e.g., APA writing style information, business core reviews, facilities, and other helpful supplements) which can be found on the COB Website: http://www.wtamu.edu/academics/college-business-facilities-and-resources.aspx . Additionally, WTAMU has developed an Academic Study Skills information site to assist students (e.g., study habits, supplemental instruction, tutoring, writing and math skills) which can be found on the WTAMU Website: http://www.wtamu.edu/student-support/academic-study-skills.aspx . For WTAMU Writing Center information (for students needing writing assistance, guidance, and feedback), please visit: http://www.wtamu.edu/academics/writing-center.aspx .

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COB Writing Component

Students earning a BBA degree must complete at least one course with a writing component outside of their major as part of the business core requirements. The COB writing component is a requirement in the following courses: BUSI 1304 (Business Communication), CIDM 3320 (Digital Collaboration and Communication), MGT 3335 (Organizational Behavior), FIN 3350 (Personal Financial Planning), FIN 4320 (Investments), FIN 4321 (Portfolio Theory), ECON 4342 (Economic Development), and BUSI 4380 (Conflict Resolution and Negotiation). Students in a writing component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the writing component with respect to student grading policy are at the discretion of the course instructor of record.

Student Travel Opportunities

In multiple business courses, there may be opportunities for student travel supplemented by student fees. If you have an interest in such opportunities as they become available, please notify a faculty member.

Dropping/Repeating the Course:

Should a student decide to drop the course, it is the student’s responsibility to be aware of the final drop dates and adhere to the WTAMU Ad/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student. Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

Scholastic Dishonesty

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University’s Academic Integrity Code, as well as the COB Student Code of Ethics listed in this document.

Viewpoints/External Websites Disclaimer

The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.
Neither the professor, the COB, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, COB, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

Technology Requirements

All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer with broadband internet connection and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTC (the Angel Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTC. Students must contact WTC if they have problems accessing and/or using the WTC environment.

Physical or Educational Access

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; www.wtamu.edu/disability; phone 806-651-2335.

Evacuation Statement

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assembly area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

Chemical and Equipment Safety Statement

Safety is everyone's responsibility. Material Safety Data Sheets (MSDSs) are provided for all chemicals used in this class. MSDSs provide information about physical properties, health risks, fire explosion data, and other important information associated with these chemicals. Before handling or using a chemical, you should refer to the MSDS for that chemical. It is your responsibility to inform the instructor in writing of any health conditions that may prevent you from safely using a chemical (pregnancy, autoimmune deficiency, etc.). It is also the responsibility of the student to report any spill or problems found while storing or using a chemical. If you are unsure about a chemical, always ask. If you see any unsafe condition, notify your instructor immediately. If you are unsure about the proper and safe operation of any piece of equipment, ask your instructor for proper instruction. All injuries, spill of materials and unsafe conditions must be reported to the instructor immediately.
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*Syllabus template approved by COB Curriculum Committee 5-1-2012. Annual review of the syllabus is a formal part of the COB continuous improvement process.*