TEXAS WOMAN’S UNIVERSITY
SYLLABUS

Semester: Summer II  
Year: 2017

Course Prefix: BUS  
Course Number: 5503

Course Title: International Business and Economic Study Tour

Course Description and Overview: This course examines business and economic issues in modern day Cuba. Students will develop an understanding of the business climate, the role of the government in business practices, the local culture and its role in business, and compare and contrast Cuban enterprise with that of the United States.

Goals and Outcomes:

Upon successful completion of this course, students will be able to:

- To familiarize students with the cultural environment of Cuba
- To develop cross-cultural understanding
- To examine how 50+ years of Communism have impacted the business climate
- To learn how new relations between Cuba and the US have influenced the Cuban economy so far
- To identify key differences between marketing practices in Cuba and the US
- To understand strategies and tactics related to global marketing efforts and compare those efforts to domestic marketing activities
- To provide students with an in-depth view of the marketing planning process
Each of the above student learning outcomes must be performed at an appropriate level as stated in each course assignment requirements, grading scale or rubric.

Course Materials and Supplies:

Required Reading:

- Open for Business: Building the New Cuban Economy by Richard Feinberg

Prerequisites Courses or Conditions:

None.

Disability Support Policy Statement:

If you anticipate the need for reasonable accommodations to meet the requirements of this course, you must register with the office of Disability Support Services (CFO 106, 940-898-3835, dss@twu.edu) in order to obtain the required official notification of your accommodation needs. Please plan to meet with me by appointment or during office hours to discuss approved accommodations and how my course requirements and activities may impact your ability to fully participate.

Academic Integrity:

Honesty in completing assignments is essential to the mission of the University and to the development of the personal integrity of students. In submitting graded assignments, students affirm that they have neither given nor received unauthorized assistance, and that they have abided by all other provisions of the Code of Conduct in the TWU Student Handbook. Cheating, plagiarism, fabrication or other kinds of academic dishonesty will not be tolerated and will result in appropriate sanctions that may include failing an assignment, failing the class, or being suspended or expelled. Suspected cases in this course may be reported to Student Life. The specific disciplinary process for academic dishonesty is found in the TWU Student Handbook. The TWU library link, “Avoiding Plagiarism,” will aid students in completing their assignments with integrity.

In an effort to ensure the integrity of the academic process, Texas Woman’s University vigorously affirms the importance of academic honesty as defined by the Student Handbook. Therefore, in an effort to detect and prevent plagiarism, faculty members at Texas Woman’s University may now use a tool called Turnitin to compare a student’s work with multiple
sources. It then reports a percentage of similarity and provides links to those specific sources. The tool itself does not determine whether or not a paper has been plagiarized. Instead, that judgment must be made by the individual faculty member.

Some of the required assignments in this course may be checked for plagiarism using Turnitin.com.

Activities, Assignments, and Grading Policy:

<table>
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<tr>
<th>Grade Breakdown</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1. Book Report/Analysis</td>
<td>20%</td>
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<tr>
<td>2. Information Hunt</td>
<td>10%</td>
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<tr>
<td>3. Final Paper</td>
<td>40%</td>
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<tr>
<td>4. Professional Conduct</td>
<td>30%</td>
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Letter grades will be allocated using the following scale:

- A = 450+ points
- B = 400-449 points
- C = 350-399 points
- D = 300-349 points
- F = <349 points

Students are to expect a grade relative to their accuracy, demonstration of meeting learning objectives, contribution to discussions, meeting syllabus/university requirements and level of performance.

Should you desire to appeal your final grade, you are entitled to do so. Please send an email to the professor that spells out why you would like to have your grade reviewed. However, keep in mind the following information:

- You should not appeal your grade just because you are unhappy with what you earned. That is not a valid reason. Appeal only if you have a legitimate reason, e.g. the gradebook was wrong, the professor neglected to grade an assignment, etc.
- Do not use the “I need an A in this course” argument. Everybody needs one, but not everyone will end up with one. That is not justification for any sort of grade change.
- If your financial aid, graduation timetable, employer reimbursement, etc. is dependent on you receiving a certain grade, it is your responsibility to work hard from the first week to help your chances of getting that grade. I will not change your grade just because you need it.
- Do not ask if you can do additional work in order to bump up your grade. Everyone receives the same opportunities to excel in this course. Giving one person additional work to increase their grade is not equitable. Giving everyone additional work is not feasible.
- I do not provide extra credit.
- On occasion, due to class grade distributions, some grades may be bumped up. However, the only students eligible for a possible bump are those who have completed ALL
Major Course Assignments and Examinations:

**Deliverables:**

- **Book Report** (individual assignment, no more than 5 pages):
  - Include 8 sections, one for each chapter
    - Summarize each’s content
    - Provide some opinions about each
  - Include a 9th section and provide some overall opinions
    - What are some reasons for a US business to enter Cuba now?
    - What are some reasons against?
    - How would you characterize the future of US businesses doing business in Cuba?

- **Information Hunt** (group assignment)
  - gather information on items/activities on the trip
  - details to be given prior to trip departure

- **Final Paper** (group assignment, no more than 20 pages) that includes the following sections:
  - daily log of activities
  - company details….who you saw, what they do, what you learned, etc.
  - comparison of Cuban retailers to American based retailers….be specific, identify who the closest American competitors are
  - interview with locals about various likes/dislikes
  - identification and discussion of cultural differences
  - discussion of what you think business in Cuba will look like in 10 years

- **Professional Conduct**, based on:
  - timeliness
  - attendance at group activities
  - attire
  - interactions with classmates, businesses, hotel staff, etc.
  - overall behavior

**TWU Attendance Policy:**

Consistent and attentive attendance is vital to academic success, and is expected of all students. Grades are determined by academic performance, and instructors may give students written notice that attendance related to specific classroom activities is required and will constitute a specific percentage of students’ grades.

Instructors are strongly encouraged to keep a record of student attendance. They should note absences due to documented student illness, serious illness or death in the student's immediate family, pregnancy or related conditions, official school activity, state-recognized religious holiday, active military service that is of a reasonable brief duration, or other verified absences
deemed appropriate by the instructor. Students must consult with instructors regarding the completion of make-up work.

Absences do not exempt students from academic requirements. Excessive absences, even if documented, may result in a student failing the course. An incomplete may be granted if the student has a passing grade, but only if the instructor determines that it is feasible for the student to successfully complete remaining assignments after the semester. Pursuant to university policy, such determinations are within the discretion of the instructor.

**Communication to/from the Professor:**

You may email me for any reason at jradighieri@twu.edu. I will try to answer all student questions within 24 hours. For all communications with the professor and other students, you are expected to maintain a professional tone and also write in a business style. Please do not use emoticons or Internet shorthand jargon (e.g. LOL). Also, please proofread your emails and messages before you send them. It is important to identify which course you are in when sending a message. Before you ask a question, be sure that you search Blackboard for the answer first. There are many resources at your disposal, and more often than not the answer to your questions will be available somewhere on the course page.

**Technology Troubleshooting:**

Should you have trouble with the technology in this course, you should contact tech support for that particular tool:

*Blackboard or email*: Technology Service Desk, phone 950-898-3971, email servicedesk@twu.edu, or https://messenger.providesupport.com/messenger/twuhelpdesk.html.

**Incomplete Policy:**

The grade of Incomplete (I) is given only when a student has passing grades in 2/3 of assigned work, but, because of extenuating circumstances, cannot complete all of the course work by the end of the semester. Extenuating circumstances include (1) incapacitating illness which prevents a student from attending classes; (2) a death in the immediate family; (3) change in work schedule as required by an employer; or (4) other emergencies deemed appropriate by the instructor. A grade of Incomplete should not be requested, nor given, for lack of completion of work because of procrastination of dissatisfaction with the grade earned.

Once the appropriate work is completed, the instructor must submit to the Registrar’s Office a completed change of grade form, signed by both the instructor and the chairperson of the department. If no grade change is submitted within 365 days of the grade of Incomplete being assigned, the default grade indicated above will be applied to the course.

Any exceptions to the regulations listed in the student catalog pertaining to grades of incomplete require the approval of the instructor, department chair and the dean or director of the academic unit in which the course was offered.
Calendar of Classes, Sessions, Activities, Readings, Examinations & Assignments:

*(this schedule is tentative and subject to change at any time)*

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<tr>
<th>WEEK</th>
<th>WEEK OF</th>
<th>TOPIC</th>
<th>DUE</th>
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<tr>
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<td>6/5</td>
<td>Pre-Trip Meeting #1</td>
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<td>2</td>
<td>6/12</td>
<td>Pre-Trip Meeting #2</td>
<td>Book Report (6/18)</td>
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<td>3</td>
<td>6/19</td>
<td>Trip</td>
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<tr>
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<td>6/26</td>
<td>Return from Trip</td>
<td>Information Hunt (6/27)</td>
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<td>Final Report (7/2)</td>
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<td>5</td>
<td>7/3</td>
<td>Post-Trip Debrief</td>
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