



COURSE SYLLABUS FOR BUS 401 (3 CREDITS)
INTERNATIONAL BUSINESS

I. COURSE INFORMATION

Introduction to the nature and importance of international business, the international monetary system, and forces within the foreign environments and their effect on business practices are included; trends of international companies are studied.

Class pre-requisites: MGT 341 & MKT 331
Class meeting time & place: Online
Office hours: Available by Canvas or phone

II. COURSE PURPOSE, GOALS, AND SPECIFIC LEARNING OUTCOMES

A. This is an introductory course in international business. The basic content of the course includes (1) an overview of the means of conducting international business, with an emphasis on what makes international different from domestic; (2) the effects of the social systems within countries on the conduct of international business; (3) the major theories explaining international business transactions and the institutions influencing those activities; (4) the financial exchange systems and institutions that measure and facilitate international transactions; and (5) the corporate strategy alternatives for global operations.

B. Course Goals

Development of Business Knowledge

1. Understand the different challenges businesses face when they operate in an international environment;
2. Examine the international institutions and practices that impact international business;
3. Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates.

Application of Business Knowledge

4. Examine the various cultural, political and legal issues that impact international business activity from a secular and Christian perspective;
5. Develop insight into the management implications of international business strategy and operations;
6. Be a positive and effective part of a student team.

Integration of Ethical Principles

7. Examine 8 chapters of the gospel of Mark, identify the Biblical life & business principles and adapt them to the international business environment;
8. Integrate Christian principles in business when analyzing international business cases.

C. Student Learning Outcomes

Development of Business Knowledge

1. First understanding one's own culture and values, then comparing them to other cultures.

2. Learn the cultural, political and legal issues in international business.
3. Learn trade and investment theory, foreign exchange and the determination of foreign exchange rates.

Application of Business Knowledge

4. Analyze international business cases & current international business issues through the ethical, cultural and business skill paradigm.
5. Participate in developing a new product/service idea for entry into another country (International Business Field Study) bringing marketing, operational and financial knowledge together.
6. Demonstrating proficiency in creating a positive team both in culture and completed tasks.

Integration of Ethical Principles

7. Integrate Biblical principles into the international business context, using the Biblical ethical, cultural and business skill paradigm.

III. METHOD OF ASSESSING ACHIEVEMENT OF LEARNING OBJECTIVES

Development of Business Knowledge

1. Take a self assessment of his/her own cultural background and preferences.
2. Successfully complete online homework discussion and dialogues.
3. Successfully complete quizzes over chapter materials.

Application of Business Knowledge

4. Participate in developing a new product/service idea for entry into another country (International Business Field Study).
5. Receive a satisfactory evaluation from peers in his/her International Business Field Study team, demonstrating proficiency in team productivity & effectiveness.

Integration of Ethical Principles

6. Able to identify and integrate Biblical principles into the international business environment in International Business Case Studies as well as online discussion.
7. Receive a satisfactory evaluation on the Biblical integration essay question on the last quiz.

IV. STUDENT FEEDBACK AND GRADING POLICIES AND PROCEDURES

Grading: Course grades are based on the following elements and weightings:

Chapter quizzes & online assignments	40%
Wall Street Journal online discussion	10%
Peer assessment & course assessment	10%
Team cases	20%
2 team project presentations (narrated PPT)	20%
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TOTAL	100%

Final Grade: A=100-90, B=89-80, C=79-70, D= 69-60, F=59 and below.

1. **Teamwork.** You will become a member of a team. You will work as a team during many of the assignments and in special assignments. Everyone on your team will receive the same grade on your team's performance. As is usually the case in the workplace, in this class, you will not get to choose your team. The instructor will assign you to a team during the first week of class. One of the challenges before you is to work together as a team. If you do it right, it's possible to accomplish more and do a better job as a team than all of you could accomplish working on your own. Part of your grade for the course will be determined by how well you are able to work in a team.
2. **Case analysis:** In order to evaluate your individual ability to analyze a case and apply course concepts. This will be a group, effort. Plagiarism, cheating, or any other form of academic dishonesty will result in a course grade of F regardless of any other issues.
3. **Quizzes.** Much of the core conceptual material will be reviewed in a multiple-choice examination format with possibly one or two essay questions. To answer the questions, you will need to have read the assigned material.
4. **International Business Field Study:**

You will be asked as a group of three to five students to apply all of the information covered in class to develop an International Business field study to explore entry into a “foreign” culture, an international strategy development plan for a student product idea, a field guide to doing business in a specific country. **Your presentations will be made with a narrated PowerPoint presentation which will be uploaded into Canvas.**

Team Country Project: Each team will be required to present a twenty- minute Narrated PowerPoint presentation. **Your professor will assign you to a team and designate you a country to study.** You may choose from the industries below for your team country project. Please read the details of the team country project in the Canvas assignment.

Industries available: automotive, non-profit, tourism / hospitality, internet, medical, airlines, retail, energy & technology

Countries available: China, Brazil, South Korea, France, India, Germany

International Project Grading Rubric**Name of Project:** _____**International Project**

Minimum of ten reference sources	10 pts
Information well organized	30 pts (4 sections below)
Comprehensive coverage	30 pts (4 sections below)
Data & conclusions supported	<u>30 pts</u> (4 sections below)
	100 pts

Power Point

Presentation visual aids (maps, charts, graphs & pictures)	25 pts
Professional presentation polished narrated presentation	<u>25 pts</u> 50 pts

The International Business Field Study Team Country Project will comprise of four different sections.

Section 1: Culture and business analysis of the foreign country. Define cultural and business clashes with the US. Be sure to clearly define your industry, product, or service you will be using for your project.

Section 2: Marketing research & the 4 Ps of marketing for the product/service in the foreign country.

Section 3: Product idea and operational plan for a product/service in the foreign country.

Section 4: Entry mode and company strategy of the product/service in the foreign country.

6. **Peer evaluation.** At the end of the course you will be evaluated by your own team members based on the degree of participation, helpfulness, preparation, contribution, and demonstrated expertise on the team.

7. **Late Work:** Late work will be accepted. However, late work will be penalized in the following way:

1 day late	10% penalty
2 days late	20% penalty
3 days late	30% penalty
4 days late	40% penalty
5 days late	50% penalty
6 days late	60% penalty
7 days late	70% penalty

No work will be accepted more than 7 days past the date due.

V. CONTENT OUTLINE

1. Globalization and Country Differences
2. The Global Trade and Investment Environment
3. The Global Monetary System
4. The Strategy and Structure of International Business
5. Business Operations in an International Context

VI. METHOD OF INSTRUCTION

Online discussions and group / online interactive activities around textbook materials will be the main instruction tool. We will watch current international business videos, invite guest speakers to discuss current issues. Students will be divided into a group that will complete an international field study for a new business idea or service in a foreign country. Students will be required to use the online tools provided by the professor to complete homework assignments.

VII. REQUIRED COMPUTER APPLICATIONS AND RESOURCES FOR STUDENTS

The students will be required to use Microsoft Word for all typed assignments. PowerPoint will be used for presentations. The library and computer lab are available for students' use.

Students are required to use their Anderson University email & Canvas website for notices and materials for this course. The AU Canvas online website will also be used for the posting of chats/blogs, taking of quizzes, and presentation of team project.

VIII. COURSE POLICIES

Attendance: Because this is an online course, attendance is not taken, per say. Occasionally there may be required meetings which take place within the Canvas environment. During these online meetings, attendance may be taken. If you are unable to attend any online meeting, you are responsible for the content of the meeting.

Academic dishonesty: Academic dishonesty will be dealt with in accordance with the College policy as described in the Anderson College Student Handbook, specifically the online classroom criteria which are stricter than the in-class regulations. Cheating in any form will not be accepted. If you are caught cheating by using outside resources or work from a fellow student, turning it in as your own work, you will automatically fail the course. If you give help to someone else in the class, on individual work, you will also automatically fail the course. In order to avoid plagiarism, you need to use works cited, quoting the sources you use.

University E-mail: All students are expected to establish and maintain an e-mail address on the Anderson University e-mail system. Students are expected to check their e-mail at least once each week during the Fall and Spring semesters. Students are responsible for all material, assignments, and announcements sent by e-mail. Ignorance of course requirements, instructor statements and directions, and University announcements or policy statements sent through University e-mail is not an acceptable excuse for failure to meet the requirements of a course or to adhere to University policy.

Cell Phones: During any online meeting, with the professor or other students, please be respectful to others and refrain from any cellphone activity.

Organization of assignments: All assignments will be submitted within the Anderson University Canvas site.

IX. LEARNING FACILITIES AND RESOURCES FOR STUDENTS

Students will be required to have a personal laptop computer for use in each class and for outside work. Some work will require the use of the Internet and collaboration software. Library

resources may also be used.

As this is an on-line course, students are required to have a computer with the appropriate software and hardware capabilities as specified by Learning House. Supplemental articles and case studies are provided by the professor in the E Book.

NOTE: The schedule and procedures in this course are subject to change provided there is a one-week notice.