



Adult and Graduate Studies

BUA 310

International Business

Course Module

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SPI 2020 – Online
Therese Gedemer

BUA 310
International Business

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Mode of Delivery: Online

Required Textbook:

Hill, C.W.L. (2018) *Global Business Today*, (11th edition) Boston, MA: McGraw-Hill/Irwin. The rental ISBN is 1260088375, the loose leaf is 1260780619. Hard copy text ISBN is 9781260088373

Course Description:

This course will introduce you to the economic, political, social, and cultural issues of operating a business in a global economy. An understanding of exchange rate mechanisms, international trade agreements, and international strategies will be developed.

Prerequisite:

ECO 201 or 202

Course Objectives:

1. To introduce you to the key concepts, challenges, trends and practices of international business. Attention will also be given to factors, including cultural and market conditions, which differentiate international business from purely domestic enterprises;
2. To outline the role and influences that government and NGOs (nongovernmental organizations) have in the international business arena, including an examination of regulating commerce through currency exchange, tariffs, barriers to trade and counter-terrorism measures;
3. To develop a basic understanding of exchange rate mechanisms and international trade agreements;
4. To develop strategies that can be used by businesses, which engage in international trade, that relate directly to achieving corporate goals and satisfying consumer needs in an ethical manner.

Teaching Strategies and evaluation methods:

Discussion forums, Questions, papers.

I try to make assignments and discussions as relevant and current as possible to my students. It doesn't always work as seamlessly as I would hope, but there is almost always something that can be achieved in this area.

1. Attendance and Participation

You are responsible for reading all assigned materials before the scheduled class times and being prepared to participate in the discussion.

Please refer to the Expectations Section which follows for detail on what constitutes attendance and participation for this course delivered in the on-line format. You must participate in the forum/discussion for that session as well as submit all assignments for that session on time to be considered present for that session.

Grading Criteria:

A	Excellent	4.0	93-100
A-		3.75	90-92
B+		3.25	88-89
B	Good	3.0	83-87
B-		2.75	80-82
C+		2.25	78-79
C	Satisfactory	2.0	73-77
C-		1.75	70-72
D+		1.25	68-69
D	Lowest Passing	1.0	63-67
D-		.75	60-62
F	Failing	0	Below 60

Please see me immediately if you believe one of your the assessments was graded in error. To wait until the end of the term severely limits any possible reconsideration and makes me generally cranky.

If you have any questions or concerns as to where you stand in regard to your grades or understanding the course material, you are welcome to discuss this directly with me. You may be interested to know that many students find International Business to be a challenging course. It may just take some extra “elbow grease” to gain an understanding of the material. This is normal.

Additionally, even if you do not plan on a career with an international focus, this course will still be of a benefit to your career by improving your critical thinking skills and communication skills. These skills are highly sought after by employers. Coupled with a foundational understanding of how the global environment impacts your clients and industry, you can prove to be a valuable asset to your future employer.

Late or Missed Assignments or Exams:

It is unfair for me to treat late assignments the same as on-time assignments. Assignments are due when they are due. I may consider extraordinary circumstances. However, you must communicate this to me prior to assignments being due. Do not wait until I grade a Zero to tell me you had issues. And not every issue constitutes a circumstance to be considered valid.

UNIVERSITY POLICIES

It is expected that students, faculty and courses will comply with Marian University and School of Business policies. Statements of Policies related to instruction in Adult Courses offered by the School of Business at Marian University have been removed from this syllabus and included in the document ***Marian University - School of Business - Adult & Graduate Studies Policies***. See this document for more information on each of the policies listed below:

- Academic Honesty Policy
 - Disability Statement
 - Student with Temporary Impairments/Injuries
 - Classroom and Campus Expectations
 - Course Time and Out-of-classroom Workload Expectations
 - Attendance Policy
 - Class Cancellation Due to Inclement Weather
 - Instructor Absences
 - Cell Phone Use
 - Internet Use
 - Children in the Classroom Policy
 - Changing Course Requirements
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Course Management and Standards

Delivery:

This is an online course. The course shell used is Marian Online 2, accessed at http://info.marianuniversity.edu/login_new.htm your username is provided for you by the university. If you have problems logging in initially please contact the Marian Help Desk.

Expectations:

Due to the online and accelerated format of this course, success in this course will depend on the practices outlined below.

1. Students must familiarize themselves with The Marian Online 2 course shell prior to the first week of class. Tutorials are available. An assignment is due the first course session.
2. Student must check the online e-mail accounts assigned to them by the course shell for announcements, course documents, and e-mail communications from the instructor or fellow students. This should be done a minimum of 5-6 times weekly.
3. Student must also check the announcements posted by the instructor. When students log in to the course, the announcement page is displayed.
4. Assignments will be uploaded to student's folders on time and discussion posts will be made no later than the due date assigned. Late assignments will reflect a penalty of at least 10% per day and impact the student's attendance record.

Course Assignments

All assignments identified each week must be completed during the weekly session, or it will be considered a missed class

****See MO2 for Specific instructions for assignments****

Session 1

Assignment to be completed prior to Session One:

Read Chapters 1, 2 and 3

To be completed during Session One :

Discussion Questions

Discussion Forums

Session 2

Assignment to be completed prior to Session Two:

Read Chapters 4, 5 and 6

To be completed during Session Two

Discussion Questions

Discussion Forums

Article or Video Review as assigned

Short Paper/Case Study

Session 3

Assignment to be completed prior to Session Three:

Read Chapters 7, 8 and 9

To be completed during Session Three

Discussion Questions

Discussion Forums

Short Paper

Session 4

Assignment to be completed prior to Session Four:

Read Chapters 10, 11, and 12

To be completed during session four

Discussion Questions

Discussion Forums

Article or Video Review, as assigned

Session 5

Assignment to be completed prior to Session Five:

Read Chapters 13, 14 and 15

To be completed during Session Five

Discussion Questions

Discussion Forums

Case Study/Short Paper

Session 6

Assignment to be Completed Prior to Session Six:

Read Chapters 16 and 17

To be completed during Session Six

Discussion Questions

Discussion Forums

Case Study

Session 7

Any Final Questions

Final Paper due

****The professor reserves the right to modify or change the syllabus during the term of the course****