



COURSE SYLLABUS

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SECTION 1: COURSE INFORMATION

Format: Eight weeks.

Course ID: BBUS 3153

Course Title: Global Business Management

College: College of Unrestricted Education - Department of Business & Leadership

Prerequisites: BBUS 1003

Credit Hours: 3

Instructor: See the online course in MyFIRE for instructor contact information and availability.

Course Description

This course provides the knowledge and sensitivity required to successfully manage organizations within the global economy. It explores the geographic, political, social, economic, legal, and technological influences on international business. Theories of international trade and development will be explored with an emphasis on global business operations and strategy.

Course Overview

The primary goal of this course is for you to gain an understanding of global business management and to provide you with the knowledge and skills needed to productively manage multinational corporations within the global economy. We will examine the geographic, political, social, economic, legal, and technological pressures encountered in the global business environment. Theories of international trade and development will be examined with an emphasis on global business operations and strategy.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is **65.44 (8.18 hours per week)**.

Course Materials

1. No textbooks are required. Open educational resources are provided within the course.

Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Course Topics

The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

- Trade Theories and Global Markets
- Trade Policies and Global Trade
- Strategies for Competing Globally
- Cultural, Economic, Legal/Ethical, and Political Environments in Global Markets
- Global Business Management Strategies
- Global Investment Opportunities
- Global Marketing Effectiveness
- Global Management Effectiveness

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Compare and contrast various trade theories and describe how they affect global markets.
2. Describe various trade policies and institutions that impact global trade.
3. Describe various levels of international involvement for entering foreign markets and associated strategies to compete globally.
4. Analyze the cultural, economic, legal/ethical, and political environments for doing business in other countries.
5. Identify strategies for managing various cultural influences on business operations, decision making, human resources, and communication.
6. Critique a business case for marketing effectiveness in a global environment.
7. Critique a business case for managerial effectiveness in a global environment.

Late Work

Assignments will not be accepted more than 3 days after the due date of the assignment. The last assignment must be turned in no later than the due date of the assignment. The last assignment will not be accepted late.

Extra Credit

None Accepted.

SECTION 2: SOUTHEASTERN POLICIES

Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.

SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.

Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

AIM, LEARN, AND APPLY DESCRIPTIONS

Aim



When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

Learn



When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

Apply



When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

MODULE 1:
XX/XX/XX – XX/XX/XX



- Compare and contrast various trade theories, and describe how they affect global markets.
 - Distinguish between international business and globalization.
 - Explain international trade.
 - Compare and contrast classical and modern trade theories.
 - Discuss the differences between international business and globalization and how each is somewhat similar but yet different concepts.
 - Explain how global markets are affected by trade theories.



- Lesson 1 : International Business and Globalization
- Lesson 2 : International Trade
- Lesson 3 : Traditional Theories and Modern Theories of Trade
- Lesson 4 : Global Markets and Trade



- Discussion 1 for Module 1
 - Due: Thursday, Tuesday
 - Points: 30
- Discussion 2 for Module 1

- Due: Thursday, Tuesday
 - Points: 30
- Key Terms Quiz for Module 1
 - Due: Tuesday
 - Points: 15
- Assignment 1 for Module 1
 - Due: Tuesday
 - Points:35
- Assignment 2 for Module 1
 - Due: Tuesday
 - Points:60

MODULE 2:
XX/XX/XX – XX/XX/XX



- Describe various trade policies and institutions that impact global trade.
 - Differentiate among tariffs, subsidies, and quotas.
 - Explain the advantages and disadvantages of trade barriers.
 - Discuss types of trade barriers.
 - Illustrate the development of the world trading system.



- Lesson 1: Lesson Trade Policies
- Lesson 2: Arguments For and Against Trade Barriers
- Lesson 3: World Trading Systems



- Discussion for Module 2
 - Due: Thursday, Tuesday
 - Points: 30
- Key Terms Quiz for Module 2
 - Due: Tuesday
 - Points: 15
- Assignment 1 for Module 2

- Due: Tuesday
- Points:60
- Assignment 2 for Module 2
 - Due: Tuesday
 - Points:60

MODULE 3:
XX/XX/XX – XX/XX/XX



- Describe various levels of international involvement for entering foreign markets and associated strategies to compete globally.
 - Explain the five elements of international business strategy through the strategy diamond.
 - Identify the various strategies international businesses use to enter a foreign market.
 - Compare and contrast strategies for entering world markets.
 - Discuss market entry strategies global businesses can use by comparing and contrasting each strategy, and explain the advantages and disadvantages of each strategy.
 - Determine the most appropriate strategy for entering a specific market.



- Lesson 1: The Strategy Diamond
- Lesson 2: Strategies for Entering Foreign Markets
- Lesson 3: Comparing and Contrasting International Market Entry Strategies
- Lesson 4: Identifying Appropriate Strategies



- Discussion for Module 3
 - Due: Thursday, Tuesday

- Points: 30
- Key Terms Quiz for Module 3
 - Due: Tuesday
 - Points: 15
- Assignment 1 for Module 3
 - Due: Tuesday
 - Points:35
- Assignment 2 for Module 3
 - Due: Tuesday
 - Points:60

MODULE 4:
XX/XX/XX – XX/XX/XX



- Analyze the cultural, economic, legal/ethical, and political environments for doing business in other countries.
 - Define and explain culture.
 - Describe global business ethics and its impact on culture.
 - Explain political risk and its effect on international business.
 - Discuss their perspective on culture, and define and explain culture according to its relevance to international business.
 - Evaluate a country's risk (i.e., the economic, legal, and political risks of a foreign country).



- Lesson 1: Culture in a Global Environment
- Lesson 2: Global Business Ethics
- Lesson 3: Political Risks in International Business Environments
- Lesson 4: Evaluating a Country's Risks



- Discussion for Module 4
 - Due: Thursday, Tuesday
 - Points: 30

➤ Key Terms Quiz for Module 4

- Due: Tuesday
- Points: 15

➤ Assignment 1 for Module 4

- Due: Tuesday
- Points: 35

➤ Assignment 2 for Module 4

- Due: Tuesday
- Points: 35

➤ Assignment 3 for Module 4

- Due: Tuesday
- Points: 140

MODULE 5:

XX/XX/XX – XX/XX/XX



Identify strategies for managing various cultural influences on business operations, decision making, human resources, and communication.

- Describe the levels of culture.
- Explain the key components inherent in developing strong cultural competence as a manager in a diverse global economy.
- Discuss the levels of culture and how you can use this understanding of culture to make better business decisions.
- Apply the components of cultural intelligence to varying theoretical frameworks, such as Hofstede's theory, to global business operations.



- Lesson 1: Levels of Culture
- Lesson 2: Dimensions of Culture
- Lesson 3: Cultural Intelligence



- Discussion for Module 5
 - Due: Thursday, Tuesday
 - Points: 30
- Key Terms Quiz for Module 5

- Due: Tuesday

- Points: 15
- Assignment 1 for Module 5
 - Due: Tuesday
 - Points: 35
- Assignment 2 for Module 5
 - Due: Tuesday
 - Points: 35

MODULE 6:
XX/XX/XX – XX/XX/XX



- Identify the investment opportunities offered by stocks, bonds, and money market instruments.
 - Explain how the foreign exchange market operates.
 - Describe the major components of the international capital markets.
 - Discuss how the foreign exchange market operates.
 - Compute rates of return on international investments.



- Lesson 1: Foreign Exchange Markets
- Lesson 2: International Capital Markets
- Lesson 3: International Investments



- Discussion for Module 6
 - Due: Thursday, Tuesday
 - Points: 30
- Key Terms Quiz for Module 6
 - Due: Tuesday
 - Points: 15
- Assignment 1 for Module 6

- Due: Tuesday
- Points: 35
- Assignment 2 for Module 6
 - Due: Tuesday
 - Points: 35

MODULE 7:
XX/XX/XX – XX/XX/XX



- Critique a business case for marketing effectiveness in a global environment.
 - Describe the fundamentals of global marketing.
 - Explain the fundamentals of global distribution.
 - Explain the international aspects of supply chain management.
 - Discuss the fundamentals of the four Ps of marketing and how they differ in international marketing.
 - Analyze a multinational corporation's marketing strategy and determine its effectiveness.



- Lesson 1: Fundamentals of Global Marketing
- Lesson 2: Global Marketing Distribution
- Lesson 3: International Supply Chain Management



- Discussion for Module 7
 - Due: Thursday, Tuesday
 - Points: 30
- Key Terms Quiz for Module 7
 - Due: Tuesday

- Points: 15
- Assignment 1 for Module 7
 - Due: Tuesday
 - Points: 35
- Assignment 2 for Module 7
 - Due: Tuesday
 - Points: 35
- Assignment 3 for Module 7: International Marketing Case
 - Due: Tuesday
 - Points: 150

MODULE 8:
XX/XX/XX – XX/XX/XX



- Critique a business case for managerial effectiveness in a global environment.
 - Explain the importance of leadership in a global economy.
 - Describe the dimensions and general inputs of the P-O-L-C framework.
 - Distinguish among multi-domestic, global, and transnational strategies.
 - Discuss the dimensions and general inputs of the P-O-L-C framework and how it can be applied to international business management.
 - Reflect on the knowledge they have gained from this course.
 - Analyze a multinational corporation's management strategy and determine its effectiveness.



- Lesson 1: Global Leadership
- Lesson 2: Lesson The P-O-L-C Framework of Management
- Lesson 3: International Business Management Strategies



- Discussion 1 for Module 8
 - Due: Thursday, Tuesday
 - Points: 30
- Discussion 2 for Module 8

- Due: Thursday, Tuesday
 - Points: 30
- Key Terms Quiz for Module 8
 - Due: Tuesday
 - Points: 15
- Assignment 1 for Module 8
 - Due: Tuesday
 - Points: 35
- Assignment 2 for Module 8
 - Due: Tuesday
 - Points: 35
- Assignment 3 for Module 8: International Business Case Study
 - Due: Tuesday
 - Points: 150

SECTION 4: ASSESSMENTS

Discussion Forums

Description

Discussions on various course topics.

Total Possible Points

300

Grade Weight

20%

Assignments

Description

A variety of essays and assignments covering course topics.

Total Possible Points

800

Grade Weight

45%

Key Terms Quizzes

Description

Quizzes on key terms for the course modules.

Total Possible Points

120

Grade Weight

15%

International Marketing Case Study

Description

Read Case 10: The McDonald's Case, p. 422 in Cherunilam, F. (2009). *International marketing: Text and cases*. Mumbai, IN: Himalaya Publishing House. SEU's Steelman library:

<http://site.ebrary.com.seu.idm.oclc.org/lib/seuniversity/detail.action?docID=10415108>

In a 1,000–1,500 word paper answer the case questions below, and provide a detailed critique about the marketing effectiveness of McDonald's in a global environment from what you have learned in Module 7 and in this course.

- Compare the advantages and disadvantages of the different market entry and operating modes.
- Discuss the relevance of the societal marketing concept that McDonald's uses.
- Create a SWOT analysis of the corporation global marketing strategy that McDonald's uses.
- Discuss the pros and cons of its sourcing and supply chain management practices.
- Recommend a friendly corporate marketing strategy for McDonald's.
- Be sure to provide a detailed analysis and critique about the marketing effectiveness of McDonald's in a global business environment using what you have learned in the course.
- Include an APA title page and at least two references in APA format.

- Submit your paper to your instructor.

Total Possible Points

150

Grade Weight

10%

International Business Management Case Study**Description**

Read case study: "A Low-Budget Cola Shakes Up Markets South of the Border" on p. 15 in "Chapter 1: International Management and Cultural Perspective" in the e-textbook: Adekola, A., & Sergi, B. S. (2007). Global business management: A cross-cultural perspective. Aldershot, England: Ashgate. E-textbook: Steelman Library <http://site.ebrary.com.seu.idm.oclc.org/lib/seuniversity/reader.action?docID=10211240&ppg=26>

In a 1,000–1,500 word paper answer the case questions below and provide a detailed critique about Kola Real's management strategy, and determine their effectiveness based on what you have learned in the case and the course.

How did the Ananos family decide to make and market Kola Real? What business strategy did this start-up company adopt? Was it successful? Explain.

What motivated Kola Real to expand into Mexico? Who are its major competitors? How have those competitors been affected by Kola Real? Why could competition hurt the profitability of Pepsi and Coca-Cola even if the two companies were able to maintain their market share?

Compare and contrast Kola Real's distribution strategy, advertising, and its relationship with retailers as compared to Pepsi and Coca-Cola. How is Kola Real's brand image perceived in comparison with Pepsi and Coke?

Sometimes companies face barriers to entry in marketing and manufacturing a product. Why was the use of glass bottles a significant barrier to entry? How can exclusive contracts with distributors act as a barrier to entry? Are there any other barriers to entry illustrated in the article? How did Kola Real benefit when some of the barriers to entry were removed?

Despite its lean operation, what challenges does Kola Real face as it tries to compete with Pepsi and Coca-Cola? Do you think the major company should be worried? Explain. Be sure to provide a detailed analysis and critique about Kola Real's management's strategy and their effectiveness using what you have learned in the course.

Include an APA title page and at least two references in APA format.

Submit your paper to your instructor.

Total Possible Points

150

Grade Weight

10%