

**TRINE**  
UNIVERSITY  
**COURSE SYLLABUS**

**COURSE TITLE:** International Business

**TERM & YEAR:** Spring Term 2, 2020

**COURSE & SECTION NUMBER:** BA 343

**TIME & PLACE:** Online

**NUMBER OF CREDIT HOURS:** 3

**OFFICE HOURS:** Mon-Thur. 6:00 to 8:00 p.m.

**COURSE DESCRIPTION:** This course is a study of international business as applied to political, economic, legal, and cultural environments. In addition, this course will apply the principles comparative advantages, international trade, world geography, manufacturing, and resources both human and natural. Attention will be given to the application of international business management and operations.

**PREREQUISITES:** BA 123

**REQUIRED TEXT:** The textbook for this course is *International Business* ISBN: ISBN-13: 9781-453-31299-5. It is an open-source textbook available from Open Textbook Library. You can download this for free at:

<https://open.umn.edu/opentextbooks/textbooks/international-business>

**LEARNING OUTCOMES:**

Upon completion of this course, the student should be able to:

- Explore a global environment through international history, culture, economics, and alliances with relationships. **(L01)**
- Recognize how business issues such as marketing, management, finance, operations, and human resources are impacted by the global environment. **(L02)**
- Discover the specialized topics on international business through the study of international trade, currency exchange and foreign direct investment **(L03)**
- Identify the implications of continuing present international business issues and their impact to future international business successes or failures. **(L04)**

**COURSE REQUIREMENTS:**

**ASSIGNMENT DUE DATES:**

Late assignments are NOT accepted. If a documentable emergency arises, please contact the instructor IMMEDIATELY and BEFORE THE DUE DATE via email to make alternative submission arrangements. You will be required to provide documentation of the emergency.

## **WEEKLY ACTIVITIES AND ASSIGNMENTS:**

- **Text Reading**

*Purpose:* The course text, *International Business* is a comprehensive overview of the functions of businesses and organizations in communities. All assignments are based on the content of the text and supplementary materials. In order to successfully navigate the business context, it is important to master these foundational concepts. Careful reading of your text will help you understand and apply the concepts.

- **Discussion Forum participation:**

*Purpose:* The purpose of the discussion forums is to learn and form an opinion on the textbook topics in the discussion forum and to interact with colleagues. You must post a response (250+words) to the discussion topic by 11:59 on the due date (Wednesday) and respond in a professional, relevant and substantive post (75+ words) to at least two other classmates by the end of the week (Sunday 11:59 PM).

*Course/Materials:* Each discussion forum has a topic and scenario for you to post your initial response and provide feedback to at least two other colleagues. Reference all sources including the textbook on your initial discussion forum posts. Refer to the netiquette guidelines on student resources on the Moodle course.

- **Written Assignments:**

*Purpose:* The purpose of the written assignments is to learn and write proficiently about the issues and practices found in the major business functions in the United States. Use the APA style of writing and cite and reference all sources used including the course textbook. For possible full credit, respond to all questions/requirements of the assignment and cite all sources. Always use a References page.

- **International Business Paper/Project (Final Paper):** The international business paper concludes a student's ability to concisely present text material, international business implications and a contemporary thought process for this online class. The instructions for this assignment and an abbreviated and edited example of the international business paper are posted on Moodle. There are two weekly assignments that can be incorporated into your final paper. If you work on this paper throughout the course; you will find it much easier to complete on time.

- **Exams:** The exam form for this course is true or false, short answer, essay, and multiplechoice questions. Review the instructions on the Moodle course for the number of questions and the time allowed for the two exams (mid-term and final). The exams

are based on chapters from the textbook and supplementary material supplied each week. The exams can only be taken one time.

## GRADING/EVALUATION:

Point Values for Assignments

Activity/Assignment	Points	Percentage of grade
Self-Introduction Forum	20	3%
Forum Discussion Boards (9 @ 20)	180	23%
Written Assignments	250	31%
Final Paper (2 partial and 1 final)	200	25%
Exams & Plagiarism Quiz	150	19%
TOTAL	800	100%

**COURSE CALENDAR/SCHEDULE:** Please see accompanying Course Schedule and Assignment Summary. The instructor reserves the right to change the syllabus.

Final grades will be based on the following criteria:

Grade	Percentage
A	90-100
B+	86-89
B	80-85
C+	76-79
C	70-75
D+	66-69
D	60-65
F	Below 60

## Course Mapping

### BA 343 International Business

Course Description: This course discusses economic principles of trade as applied to international business, world international trade environment and trends, world geography and culture as it impacts international trade, knowledge of the operation of importing and exporting, aspects of manufacturing and marketing in foreign markets, and the application of the functions of business to an international business operation.

#### Learning Outcomes:

- Demonstrate an understanding of the global environment-- history, culture, economics, and alliances/relationships. **(LO1)**
- Recognize how business issues (e.g. marketing, management, finance, operations, human resources) are impacted by the global environment. **(LO2)**
- Examine specialized topics on international business (e.g. international trade, currency exchange & foreign direct investment). **(LO3)**
- Identify the implications of present international business issues and their impact to future international business successes/failures. **(LO4)**

Week and Title	Weekly Learning Outcome Alignment	Learning Activities and Materials (LO alignment)	Assessments (LO alignment)
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<b>Week One: Introduction and World Economies</b>	<p>Demonstrate an understanding of the global environment-- history, culture, economics, and alliances/relationships. <b>(LO1)</b></p> <p>Identify the implications of present international business issues and their impact to future international business successes/failures. <b>(LO4)</b></p>	<p>Read:</p> <ul style="list-style-type: none"> <li>• Introduction <b>(LO1)</b></li> <li>• World Economies <b>(LO1)</b></li> <li>• Business Ethics in Emerging Markets and Investors' Expectations Standards <b>(LO1)</b></li> <li>• These 10 emerging markets will dominate the global economy in the next decade. <b>(LO1)</b></li> <li>• Emerging Market Economy <b>(LO1)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum <b>(LO1)</b></li> <li>• Peer responses <b>(LO1)</b></li> </ul> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• International Event/ Issue <b>(LO4)</b></li> <li>• Life with International Products <b>(LO1)</b></li> </ul>
<b>Week Two: Culture and Business</b>	<p>Demonstrate an understanding of the global environment-- history, culture, economics, and alliances/relationships. <b>(LO1)</b></p> <p>Identify the implications of present international business issues and their impact to future international business successes/failures. <b>(LO4)</b></p>	<p>Read:</p> <ul style="list-style-type: none"> <li>• <i>Culture and Business</i> <b>(LO1)</b> Watch:</li> <li>• Video on <i>Cultural differences - From all over the world... to Italy!</i> <b>(LO1)</b></li> <li>• Video on <i>Unbelievable Shocking Cultural Norms from Around the World</i> <b>(LO1)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum <b>(LO1)</b></li> <li>• Peer responses <b>(LO1)</b></li> </ul> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• Country Global Culture <b>(LO1)</b></li> <li>• International Event/Issue <b>(LO4)</b></li> <li>• Country and Fortune Global 500 selection <b>(LO1)</b></li> </ul>
<b>Week Three: Importing, Exporting, and Global Sourcing</b>	<p>Examine specialized topics on international business (e.g. international trade, currency exchange and foreign direct investment) <b>(LO3)</b></p> <p>Identify the implications of present international business issues and their impact to future international business successes/failures.</p>	<p>Read:</p> <ul style="list-style-type: none"> <li>• <i>Importing, Exporting, and Global Sourcing</i> <b>(LO3)</b></li> <li>• <i>So, What is Global Sourcing?</i> <b>(LO3)</b></li> <li>• <i>Modes of Entry into international Business (Advantages and Disadvantages)</i> <b>(LO3)</b> Watch:</li> <li>• <i>What is Globalization?</i> <b>(LO3)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum <b>(LO3)</b></li> <li>• Peer responses <b>(LO3)</b></li> </ul> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• Global Modes of Entry <b>(LO3)</b></li> <li>• International Event/Issue <b>(LO4)</b></li> </ul>

	(L04)		
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<b>Week Four:</b> <b>International Trade, Foreign Direct Investment, Global and Regional Economic Cooperation and Integration</b>	<p>Demonstrate an understanding of the global environment-- history, culture, economics, and alliances/relationships. <b>(L01)</b></p> <p>Examine specialized topics on international business (e.g. international trade, currency exchange and foreign direct investment <b>(L03)</b>)</p> <p>Identify the implications of present international business issues and their impact to future international business successes/failures. <b>(L04)</b></p>	<p>Read:</p> <ul style="list-style-type: none"> <li>• <i>International Trade and Foreign Direct Investment</i> <b>(L03)</b></li> <li>• <i>Global and Regional Economic Cooperation and Integration</i> <b>L03)</b></li> <li>• <i>Foreign Direct Investment</i> <b>(L03)</b> Watch:</li> <li>• <i>A Year of the U.S.-China Trade War</i> <b>(L03) (L04)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum <b>(L03)</b></li> <li>• Peer responses <b>(L03)</b></li> </ul> <p>Assignments:</p> <ul style="list-style-type: none"> <li>• International Event/Issue <b>(L04)</b></li> <li>• Exam (chs.1,2,3,4,5,9) <b>(L01) (L03)</b></li> </ul>
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<b>Week Five: International Monetary and Foreign and the Global Capital Markets</b>	<p>Examine specialized topics on international business (e.g. international trade, currency exchange and foreign direct investment <b>(LO3)</b>)</p> <p>Identify the implications of present international business issues and their impact to future international business successes/failures. <b>(LO4)</b></p>	<p>Read:</p> <ul style="list-style-type: none"> <li>• <i>International Monetary and Foreign Direct Investment</i> <b>(LO3)</b></li> <li>• <i>Global Capital Markets</i> <b>(LO3)</b></li> <li>• <i>Currency Rates Explained</i> (LO3) Watch:</li> <li>• <i>Currency Rates and You</i> <b>(LO3)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum <b>(LO3)</b></li> <li>• Peer responses <b>(LO3)</b></li> <li>• Assignments:</li> <li>• Currency <b>(LO3)</b></li> <li>• International Event/Issue <b>(LO4)</b></li> </ul>
<b>Week Six: International Expansion and Global Market Opportunities Assessment and Strategy and International Business</b>	<p>Examine specialized topics on international business (e.g. international trade, currency exchange and foreign direct investment <b>(LO3)</b>)</p>	<p>Read:</p> <ul style="list-style-type: none"> <li>• <i>International Expansion and Global Market Opportunities Assessment</i> <b>(LO3)</b></li> <li>• Strategy and International Business <b>(LO3)</b></li> <li>• <i>Top 100 Global Franchises</i> <b>(LO3)</b></li> <li>• <i>Entrepreneur Magazine - The Top 500.</i> <b>(LO3)</b></li> <li>• <i>The Franchise Handbook</i> <b>(LO3)</b></li> <li>• <i>Be the Boss</i> <b>(LO3)</b> Watch:</li> <li>• <i>How to Choose a Franchise</i> <b>(LO3)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum <b>(LO3)</b></li> <li>• Peer responses <b>(LO3)</b></li> <li>• Assignments:</li> <li>• Select a Global Franchise <b>(LO3)</b></li> <li>• International Event/Issue <b>(LO4)</b></li> </ul>

<b>Week Seven: Competing Effectively through Global Marketing, Distribution, and Supply Change</b>	<p>Demonstrate an understanding of the global environment-- history, culture, economics, and alliances/relationships. <b>(LO1)</b></p> <p>Recognize how business issues (e.g. marketing, management, finance, operations, human resources) are impacted by the global environment <b>(LO2)</b></p> <p>Examine specialized topics on international business (e.g. international trade, currency exchange and foreign direct investment <b>(LO3)</b></p> <p>Identify the implications of present international business issues and their impact to future international business successes/failures. <b>(LO4)</b></p>	<p>Read:</p> <ul style="list-style-type: none"> <li>• <i>Competing Effectively through Global Marketing, Distribution, and Supply Chain Management</i> <b>(LO2)</b></li> <li>• Example of Student's Final Paper <b>(LO1) (LO2) (LO3) (LO4)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum <b>(LO2)</b></li> </ul> <p>Peer responses <b>(LO2)</b></p> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• Country (Final) Paper <b>(LO1) (LO2) (LO3) (LO4)</b></li> </ul>
<b>Week Eight: Winning Through Effective, Global Talent Management</b>	<p>Recognize how business issues (e.g. marketing, management, finance, operations, human resources) are impacted by the global environment <b>(LO2)</b></p> <p>Examine specialized topics on international business (e.g. international trade, currency exchange and foreign direct investment <b>(LO3)</b></p>	<p>Read:</p> <ul style="list-style-type: none"> <li>• <i>Winning through Effective Global Talent Management</i> <b>(LO2)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>• Discussion forum <b>(LO3)</b></li> </ul> <p>Peer responses <b>(LO3)</b></p> <p>Assignment:</p> <ul style="list-style-type: none"> <li>• Exam (chapters. 6,7,8,10,12,14) <b>(LO2) (LO3)</b></li> </ul>





