



**UNIVERSITY OF  
NORTHWESTERN**  
ST. PAUL

OFFICE OF ADULT  
& GRADUATE STUDIES

# **BSM4043**

## **International Business**

**SPRING 2022**

**SYLLABUS**

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# BSM4043 International

University of Northwestern – St. Paul

## COURSE DESCRIPTION

Students examine the impact of the global community and develop a greater understanding of the international market, managing a diverse workforce, and the cross-cultural and financial issues associated with international operations.

**Credits:** 2

**Prerequisites:** None

## INSTRUCTOR INFORMATION

Please see “Contacting the Instructor” on the course site.

## COURSE OUTCOMES

At the end of this course, a successful student will be able to

- CO-1. Articulate strategic business approaches for multinational corporations and their financial implications
- CO-2. Analyze the interconnected considerations of taking a product to market in the Global Marketplace
- CO-3. Justify business and communication practices that are sensitive to cultural dimensions of doing business in another country
- CO-4. Explain the importance of national context and its influence on management practices
- CO-5. Apply successful strategies for managing international teams to business scenarios

## MATERIALS

### Required Textbooks and Materials

Wherever possible, this course will utilize Open Textbooks from the Open Textbook Library. Open textbooks are textbooks that have been funded, published, and licensed to be freely used, adapted, and distributed. These books can be downloaded for no cost, or printed at low cost.

University of Minnesota - Open Textbook Library – International Business by Mason Carpenter, University of Wisconsin at Madison and Sanjyot Dunung, Atma Global. Publish Date 2011, ISBN 13: 978-1-4533129-9-5. Saylor Foundation.

### Required Tools

For this course, students will need access to Microsoft Office (available at no cost to students through the University of Northwestern-St. Paul), a PDF reader, and a standard internet browser. Please refer to the Tech Requirements found in the Technology Help section at the top of the course site for the full requirements.

## GRADING POLICIES AND PROCEDURES

### Course Grade Explanation

Assignments	Grade Weight
Weekly Reflection Journal (4 x 3%)	12
Discussion Forums (3 x 7%)	21
Country Fact Sheet	8
Exploratory Brief	17
Business Model Canvas	12
Final Project: International Business Proposal	<u>30</u>
<b>Total:</b>	100

### Grading Scale Percentages

A	≥ 93	B	≥ 83	C	≥ 73	D	≥ 63
A-	≥ 90	B-	≥ 80	C-	≥ 70	D-	≥ 60
B+	≥ 87	C+	≥ 77	D+	≥ 67	F	< 60

### Late Work

All assignments are due as described in the course syllabus. Students are responsible for meeting assignment deadlines. Late assignments will be deducted one full letter grade (e.g., A to B) per day; late assignments will not be accepted for a grade beyond 3 calendar days past the original deadline. Forum discussion activities must be completed on time; late forum posts will not receive any credit. Students should contact the instructor via e-mail if an extenuating circumstance exists.

### Feedback Expectations

Students should expect feedback for their submitted assignments within 5 days of the assignment due date or the time of their submission, whichever is later.

## INSTITUTIONAL POLICIES AND SERVICES

### Guidelines and Information

Students are responsible for policies and procedures found in the Office of Adult & Graduate Studies Catalog located on theROCK. These policies include the following:

- Deadlines for dropping or withdrawing
- Attendance
- Class cancellations
- Plagiarism and cheating
- Grading System
- Complaints, exceptions, and appeals

Instructors may have course-related expectations that further detail the policies and procedures outlined in the catalog. Any such expectations must be provided to students in writing (e.g., handout, course site posting) prior to or at the beginning of the class.

Traditional undergraduate students enrolled in A&GS courses are subject to the traditional undergraduate student handbook for all non-course-specific policies and procedures.

## **Academic Integrity**

Members of the Northwestern community mutually commit to personal integrity and honesty. Students submitting work are expected to convey their own thoughts unless the source is cited appropriately. Plagiarism, cheating, and other forms of academic dishonesty violate ethical and intellectual principles.

In every course, students are required to view the Understanding Plagiarism video and complete the Understanding Plagiarism Quiz prior to completing any of the course content. These items are part of the course orientation.

## **Academic Achievement**

UNW students requesting academic accommodations in association with the Americans with Disabilities Act (ADA) are directed to notify [Disability Services](#) to begin the application process. Academic Achievement also provides the following: [Writing and Subject Tutoring](#), advocating, transitional skill building, [Academic Coaching](#) (organization, time management, test taking, etc.).

Contact Academic Achievement for more information: [AcademicAchievement@unwsp.edu](mailto:AcademicAchievement@unwsp.edu) • 651-628-3316 • N4012 (Revised 06/20)

## **Support Services**

Links to support services are available found in the Student Services section at the top of the course site.

## **COURSE POLICIES AND INFORMATION**

### **Email and Announcements**

Students are responsible to regularly check their Northwestern student email and the announcements in the course site in order to receive updates and information.

### **Attendance**

Due to the accelerated nature of the online curricula, students are expected to participate in all course activities. Students must contact the faculty member in advance or as soon as possible if unable to participate in all or part of the course activities for a given week because of a medical (which includes having to quarantine or isolate due to COVID-19 exposure or confirmed illness), family, or work-related emergency. Students should refer to their course syllabus and/or faculty member for specific requirements. Students who do not participate in course activities and fail to withdraw from the course will receive a failing "F" grade.

### **Submission Standards**

All assignments, unless otherwise stated, must be submitted on the course site in Microsoft Word document format (.doc or .docx). For all assignments, use a standard readable font, double-spaced, etc.

### **Critical Response to Alternate Viewpoints**

When students are reading or viewing course materials, they may encounter viewpoints, words, or images that their instructors would not use or endorse. Students should know that materials are chosen for their value in learning to read, write, and view critically, not because the materials are necessarily Christian.

## **Scholarly Research**

Quality participation in this course requires contribution of scholarly research to class interactions. Students can engage in external research via the Berntsen Library website by performing a search of the 60+ databases available to students. Also available on the library site are multiple tutorials to educate learners in effective search techniques. Other credible journals/articles are options as well.

## **ASSIGNMENTS**

See the course site for complete details on the assignments.

### **Perspective Self-Assessment**

To begin each week, complete a short survey on the course site that is related to the topic for that week. The purpose of this survey is to introduce you to topics for that week and to gauge your initial thoughts or impressions of that topic. The surveys are not about right and wrong answers. As you enter your answers, the anonymous aggregate results are updated in real-time. You can view the results right after you finish the survey to see the responses that have come in up to that point in time. You can also come back and view the results at a later date. The instructor will provide the survey results and his or her insights on the survey after the survey closes for that week.

### **Weekly Reflection Journal**

International Business is intended to invite integration of faith with your learning and skills. You are expected to apply biblical principles and standards to the lessons being taught each week. The purpose of reflective journaling in this course is that it is a great way to hear from God, clarify your thoughts and feelings, and tie biblical principles to the topics being learned each week.

To complete these regular exercises, use 1–2 pages to reflect on what you are learning and seek out what the Bible has to say about the topics and materials for that week. In each week's reflection, do the following:

- Choose two or three main themes from the week to organize your reflection focus.
- Pull in at least 3 Bible verses to support your position.
- Submit on the course site where only the instructor will see it for grading purposes.

In the Week 4 reflection, expand your ideas to the entire course: what you learned, what stands out, how to apply your Christian Worldview to ethics in the workplace, and any closing thoughts.

### **Weekly Discussion Forums**

Each week participate in a conversation with the rest of the class in the Discussion Forum. The purpose of the discussion forums are to create a classroom like discussion online; where students can learn from each other, be exposed to different thoughts and ideas, examine provocative concepts, and respond to questions about their worldview and their approach to the topic.

For each discussion, post an original thread, and reply to at least two classmates' threads. Discussion posts must integrate concepts and/or illustrations specifically from the reading and viewing assignments. Demonstrate your understanding based on your integration of the concepts found in those assignments and from your Christian worldview.

In an online classroom, weekly engagement in the asynchronous (not in real time but in virtual time) discussion forum is expected. You are expected to post in this forum and respond to your colleagues' postings in a thoughtful way that furthers the discussion and is more than a simple affirmation ("I really agree with your posting! Good job!"). To earn full credit for postings, comments must be specific and attempt to further the discussion by adding value through a thoughtful contribution.

For further grading expectations, see the Discussion Forum Rubric on the course site.

## **Country Fact Sheet**

The purpose of this assignment is to initiate your research about how business operates within a specific selected country and to collect data on that country that will be used in future assignments. Individually, select a country and industry on which you will focus for your final project and many other assignments leading up to it.

As the first step, develop a country fact sheet for your selected country from the following six representative countries that you would be interested in learning more about throughout this course:

1. Brazil
2. Japan
3. United Arab Emirates
4. Ethiopia
5. Poland
6. Greece

Within your selected country, select one of the following popular industries to research.

1. Hospitality
2. Retail
3. Manufacturing
4. High-Tech
5. Health Care

Conclude your fact sheet with your initial impressions and draft recommendations for market entry into your selected country and industry based on the fact sheet you produce and your supplemental research. Following the template posted on the course site, your Country Fact Sheet should be 1–2 pages and brief in nature. Grades will be determined based on the rubric posted on the course site.

## **Exploratory Brief**

The purpose of this assignment is for you to practice identifying business practices and cultural considerations that inform doing business in your selected country across a variety of dimensions.

Individually, develop a 3- to 4-page exploratory research brief based on the country and industry you selected for your Country Fact Sheet. Research each of the following dimensions and then describe each dimension in a paragraph or two. Synthesize and analyze the data collected in the Country Fact Sheet assignment. The brief should include the explanation of the data and why the data is relevant; as opposed to just being a bulleted list of data points. Be brief and to the point; this project is meant to be an initial, exploratory look at doing business in this country. Remember to use

APA format and include APA style citations when citing data within your brief. In your submission, include a brief introduction, and then separate each dimension with a clear heading. The dimensions are as follows:

- business transactions
- legal aspects
- managerial considerations
- cultural business customs
- ethical considerations
- economic/financial data
- political climate
- key partnerships
- customer segments
- revenue streams

If you have questions about what these dimensions entail, do some individual research and bring your questions to your instructor.

See further grading details in the Exploratory Brief Rubric posted on the course site.

## **Business Model Canvas**

A Business Model Canvas is commonly used as a real-world strategic management tool that allows you to describe, design, and lay out a business model on one simple visual diagram.

Using the Business Model Canvas template on the course site, individually develop a business model canvas for the industry and country you are researching and working on for your final project. Your canvas should be an easy to use, high-level business model, that you can then leverage for your final project. The template for this assignment has been modified from the popularly used business model canvas template to add one additional component for this class. A traditional business model canvas has nine steps and this template has ten steps, asking you to also consider cultural or geographical elements.

Properly cite any data points pulled in from external sources and include a reference page. See further grading details in the Business Model Canvas Rubric posted on the course site.

## **Final Project: International Business Proposal**

In order to bring together all you have learned from the course and prior assignments, individually produce and present a practical and professional presentation (using Voice Thread) proposing what it would take to bring a product / service forward from a business perspective in the selected country and industry that you have been studying throughout the course.

This proposal demonstrates what you have learned giving specific consideration to how a business could optimally enter a specific international market, the cultural considerations of that market, and how to run and manage that business from outside that country. Remember to incorporate your Christian Worldview and support your proposal with biblical references. See rubric for more details.

## Proposal Presentation

Integrate into your presentation sophisticated use of concepts and illustrations specifically learned from the course material. Each presentation should incorporate research, multimedia, and have a cohesive theme throughout the presentation. Presentations should be completed in Voice Thread and should be a minimum of 15 minutes and a maximum of 25 minutes.

You will be graded on your ability to research and present your international business proposal. No written report or paper is required for this assignment; only the narrated Voice Thread. See further grading details in the Final Project Rubric found on the course site.

Address the following challenges in light of dimensions and facts for your selected country/industry:

- **Globalization considerations:** Running the business from the US and moving into an international marketplace
- **Cultural considerations:** Cultural business practices and customs of doing business in this country
- **Product to market considerations:** How to enter into the marketplace within this country
- **Team management considerations:** How to manage a global team from the US (i.e. staffing, performance, employee issues, retention)

Proposals should follow, but not be limited to, the format listed below:

1. **Executive Summary:** Summarizing all the key facts of the presentation and your recommendation
2. **Introduction:** to introduce the concept and briefly outline the plan
3. **Body:** Describe product or service to be marketed internationally
4. **Discuss target market:** How selected, size, demographics, and growth trends
5. **External factors:** Demographics, government regulations/oversight, technological issues, social/cultural factors, including Hofstede's 5 dimensions
6. **Competition:** Identify and briefly discuss primary competitors, if they exist
7. **Market entry strategy:** Outline your strategy for entering the market and explain why you chose that approach. Discuss potential partners, exporting or joint venture firms, if used.
8. **Barriers to entry:** Identify any foreign barriers, such as tariffs, limitation on percentage of ownership, home country export controls, etc.
9. **Conclusion:** Summarize findings and make a recommendation for implementation

## Investment Proposal Evaluation

As a means for you to learn about more than your own selected country and industry, you will need to examine at least three other classmate's proposals. Imagine you just inherited \$1 million dollars USD (fictitious dollars) to invest in any one, or multiple, proposals. View these proposals, and determine which proposals you would like to invest your inheritance in.

Decide how to invest one-million fictitious dollars in one or all three of these proposals. Reply to each reviewed proposal that you wish to invest in with a fictional dollar amount (up to one million). No rationale for your distribution is necessary, but it certainly would not hurt to give reasons for your largest investment(s).

The proposal with the most investment dollars at the end of the competition will be declared the winner of the competition.

# COURSE SCHEDULE

## Format

This course is delivered in an online format that provides all learning activities online. The day the course starts is considered Day 1 of Week 1 for the course. For example, if a course begins on a Monday, then Day 1 is Monday, Day 4 is Thursday, and Day 7 is the following Sunday.

This course is an accelerated course. As a rule of thumb, students should expect to spend on average 17.5 hours on course work each week.

## Due Dates

Unless otherwise noted, all assignments are to be submitted on the course site by 11:59 p.m. CT on Day 7 of each week. Please see the following schedule for details on when an assignment is due.

For any questions regarding these assignments, contact the instructor.

## Orientation

- Read the Getting Started Page
- Participate in the Introductions Forum
- View and Complete Understanding Plagiarism Presentation and Quiz
- Complete Student Responsibilities Exercise

## Week 1: Globalization

### Tasks

- Complete **Orientation activities**
  - Become familiar with the course site, syllabus, publisher's website resources, and other resources on the course site
  - View the Understanding Plagiarism quiz and the Student Responsibilities exercise prior to beginning any other course content
  - Participate in the Class Introductions forum and interact with your peers
- Take the Wk1 Perspective Self-Assessment (ideally before any other tasks)
- Familiarize yourself with the Final Assignment expectations, so that you can best prepare for it through your course work in the first three weeks of the class
  - Each weekly assignment is meant to directly help you pull together the final project with sufficient depth
- Read and view Weekly Resources (there are many this week to give you a solid grounding for organizing and understanding all other concepts you'll encounter in this course)

### Due Day 4

- Select Country and Industry on the course site
- Post initially to the Wk1 Discussion

### Due Day 7

- Complete participation in Wk1 Discussion (two or more thoughtful replies)
- Download Template for the Country Fact Sheet to fill out and submit
- Submit Country Fact Sheet for the Country/Industry you selected
- Submit Wk1 Reflection Journal

## **Week 2: Cultural Considerations**

### **Tasks**

- Take the Week 2 Perspective Self-Assessment
- Read and view Weekly Resources on the course site

### **Due Day 4**

- Post initially to the Week 2 Current Events in Business

### **Due Day 7**

- Complete participation in Wk2 Discussion (two or more thoughtful replies)
- Submit your Exploratory Brief for the Country/Industry you selected
- Submit Wk2 Reflection Journal

## **Week 3: Taking a Product to Market Internationally**

### **Tasks**

- Take the Week 3 Perspective Self-Assessment
- Read and view Weekly Resources on the course site

### **Due Day 4**

- Post initially to the Wk3 Discussion: Bringing A Product to Market

### **Due Day 7**

- Complete participation in Wk3 Discussion (two or more thoughtful replies)
- Download Template for the Business Model Canvas to fill out and submit
- Submit your Business Model Canvas for the Country/Industry you selected
- Submit Wk3 Reflection Journal

## **Week 4: Managing a Global Team**

### **Tasks**

- Take the Week 4 Perspective Self-Assessment
- Read and view Weekly Resources on the course site

### **Due Day 4**

- Submit Final Project: International Business Proposal presentation to the Wk4 Presentation Sharing and Investment Forum on the course site

### **Due Day 7**

- Submit how you would like to invest its money among the assigned proposals
  - Reply to each reviewed proposal that you wish to invest in with a fictional dollar amount. No rationale for your distribution is necessary, but it certainly would not hurt to give reasons for your largest investment(s).
- Submit Wk4 Reflection Journal
  - Reflect on the entire class, what you learned, how to apply your Christian Worldview to ethics in the workplace, and any closing thoughts