

BSA160: Global Business Environment

Michael S. Sefransky
(518) 290-6714 msefransky@peace.edu

Course Dates: 5/10/21 – 6/26/21

Location: Moodle

Course Description

A study of the policies, institutions, and practices of international business and trade, with emphasis on the global integration of the United States' economy; international commercial and financial practices; international marketing and management techniques; differences in the cultural environment and customary business methods; and the role of multinational corporations.

In today's global economy, business people must understand the relationships, institutions, and environment that underlie international commerce. The primary objective of this course is to provide an introduction to the global economy that will help you be effective in business – whether you actually work in a global corporation or not. I hope it will also help you to be an educated citizen, understanding the major issues impacting government policy and globalization. The topics in the class have been selected to address both theoretical and practical dimensions of the global economy.

Course Objectives

1. Explain how and why the world's countries differ.
2. Assess the special roles of an international business's various functions.
3. Evaluate the strategies and structures of international business.
4. Describe the functions and forms of the global monetary system.
5. Recognize and define basic international business concepts.
6. Explain and distinguish among the different organizations and institutions. This includes: IMF, UN, WTO and GATT, OECD, NATO, OPEC

Textbook Information

Global Business Today, 10th Edition by Charles W.L. Hill, McGraw-Hill Publishers

ISBN-13 9781259686696

Email/Communication Policy

All emails to the instructor should be written in a professional manner – this means complete sentences, a greeting and a salutation are all included. Each email should clearly state the

purpose of the correspondence and include the student's name, course code, and section number. The subject line should also be succinct but clear with regards to the purpose of the email. Provided these guidelines are followed, the instructor will make every effort to respond to student emails within 24 hours on a weekday or 48 hours on a weekend. All faculty, staff, and students at Peace College are required to use their Peace College (@peace.edu) email account for correspondence related to this course.

Online Course

All online courses in the School of Professional Studies are fully online and require the use of Moodle. Weekly readings, activities, and assignments will be listed in Moodle. You should expect to spend on average 10-15 hours per week on an individual 3-credit course. This includes all the readings, posts and assignments as well as being actively engaged in the discussions on the message boards. You should expect to log into the course daily, or at least 4-5 times per week. If you have any problems accessing Moodle please contact Dr. Lori McClaren, Director of Online Learning at 919-508-2367.

Late Assignments

Students with serious, mitigating circumstances that prevent them from completing assignments on time should contact the instructor as soon as possible - ***prior to the assignment deadline***. Students who find themselves in this situation should be prepared to provide documentation/verification of the circumstances that prevent them from submitting work on time. In these cases, a contract will be established outlining the conditions for an extension.}

Late work is not accepted without the instructor's approval prior to an assignment's due date. Valid emergencies will be evaluated by the instructor on a case-by-case basis at the instructor's sole discretion. A penalty may be assessed for approved late work.

Because the purpose of discussion questions is to generate discussion among the class, no credit is provided for discussion question responses or participation that does not occur during the appropriate discussion week (posting initial discussion question responses early is acceptable).

Extensions for exams or assignments will be granted at the instructor's sole discretion and only with advance notice.

Remember, that it is the responsibility of the student to make arrangements for proctoring of exams in advance.

Missed Work / Late Work Policy

Missed / Late work is not accepted without instructor approval in advance or a valid, documented emergency. Valid emergencies will be evaluated by the instructor on a case-by-

case basis at the instructor's sole discretion. A penalty may be assessed for approved late work.

Proctoring Policy

All online courses at William Peace University require two (2) proctored exams or activities. Any student who fails BOTH proctored exams/activities will receive an automatic failing grade in the course, regardless of any other grades received. For more information on proctoring options, please see: http://www.peace.edu/wp-content/uploads/Proctoring-Options-for-Online-Students_2016.pdf.

William Peace University seeks to develop both the intellect and character of its students. All members of the University are expected to promote a culture of academic integrity, and all students are expected to inform themselves of the University's policies and procedures related to the Honor Code.

Academic Integrity

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All forms of academic misconduct are violations of the University's Honor Code. These include, but are not limited to:

- Cheating: Using or attempting to use unauthorized materials, information, or study aids in academic work or in working with others on academic requirements (tests, assignments, etc.)
- Plagiarism: Representing the words or ideas of another as one's own in any academic work, whether intentional or not
- Falsification: Falsifying or inventing any information or citation in academic work
- Facilitating academic dishonesty: Helping or attempting to help another student to commit an act of academic dishonesty
- Lying: Misrepresenting information that is relevant to the classroom or academic performance

If a faculty member suspects academic misconduct has taken place, s/he will complete an Honor Code Violation Report and meet with the student to discuss. A student may accept or decline to accept responsibility. If a student accepts responsibility, s/he will be subject to the penalty determined by the faculty member. If a student declines to admit responsibility, the case will be turned over the Honor Board for adjudication. A complete summary of the Honor Code and Honor Board policy can be found in the *2017-2018 Academic Catalog*.

Tutorial Services

The Office of Tutorial Services is located on the 2nd floor of Finch Library, open Monday-Thursday from 9am-7pm, and Friday 9am-4pm. Tutoring is free of charge, and students are encouraged to make individual appointments in the sign-up binder located on the bookshelf next to the elevator. Tutoring is offered in most all subjects, including anthropology, biology, business, chemistry, criminal justice, history, math, political science, psychology, simulation and game design, and writing. Free workshops are also offered each semester, as well as free resources on studying, citation, grammar, and other academic topics. For more information, contact Margaret Herder-Hill, Coordinator of Tutorial Services at (919) 508-2080 or maherder-hill@peace.edu.

Disability or Learning Services

Disability Services are available to all WPU students who require reasonable accommodations due to any cognitive, physical, or psychological disability, in order to provide equal access to the educational environment. Students will need to be certified with the Disability Services Office and provide appropriate documentation to receive an Academic Accommodation Plan. For more information or to become certified, please contact a counselor in the Disability Services Office, which is located on the 1st Floor of Joyner House. You may also reach Disability Services by sending an email to Disability@peace.edu.

Class Participation

This class is designed to foster discussion and interaction. Students are expected to come to class prepared to apply readings in class discussion and activities. It is your responsibility to actively participate in class. Simply being present in class is not sufficient.

Each student is expected to post an initial response to each discussion question. These initial responses should be at least 1-2 well-supported paragraphs that contribute something interesting to the discussion, and link to relevant course material and your personal experiences. It is suggested that you provide supporting references for your argument. Quality is more important than quantity. The initial response is due by 11:59PM ET on Wednesday of each week.

Additionally, you should respond to three fellow classmates, unless otherwise noted in the assignment. These responses should be substantive, at least 1 well-supported paragraph and should add something to the discussion. If you agree or disagree with a statement made by a classmate, please include rationale for your position. Please feel free to contribute relevant examples from your personal experience.

Your initial reply to the discussion question(s) must be posted by 11:59PM ET on Wednesdays; follow-up replies must be posted by midnight on Sundays. Post and Response assignments will be evaluated in terms of both quantity and substance. These replies are due by 11:59PM ET on

Sunday each week, but it is suggested that you contribute as early as possible as it makes the discussion much more interesting.

Incompletes

An Incomplete is appropriate for a student that has been making steady, successful progress in a course and has an unexpected, verifiable mitigating circumstance at the end of the semester which precludes them from completing the last assignment or exam. Poor time management is not an appropriate reason to request an Incomplete. All incomplete grade requests must be approved first by the Instructor, and then by the Director of Online Programs. If the Incomplete is approved the student will have up to six additional weeks to complete the work, as determined by the Instructor. If the student does not complete the final work, the Instructor will assign the appropriate letter grade for work completed or the grade will revert to an "F."

Assignments and Grading

All assignments will be graded and returned within 7 days of the due date or receipt, whichever is later.

Grade scale for all graded materials:

A: 100-90

B: 89-80

C: 79-70

D: 69-60

F: 59-0

Percentage of Total Grade:

Participation	Percentage
Weekly Discussion Questions / Participation	20%
Assignments	Percentage
Assignment 1 – Foreign Direct Investment	10%
Assignment 2 – Foreign Banking Regulations	15%
Assignment 3 – Globalization	15%
Exams	Percentage
Midterm Exam	20%
Final Exam	20%

Weekly Activities/Assignments

Written papers are required to be typed, double-spaced with all sources cited appropriately using APA format. Edit papers carefully for spelling and grammatical errors.

Weekly Activities/Assignments Table

Week 1 – 5/10-5/16: Globalization, the Political Economy and Culture	
Learning in the Classroom	Date Due
<ul style="list-style-type: none">Understand the term globalization and its main drivers.Explain how the political, economic and legal systems of countries differ.Explain the factors that determine the level of economic development of a country.	

<ul style="list-style-type: none"> Understand the business and economic impact of differences in culture. 	
Reading	Date Due
<ul style="list-style-type: none"> Chapter One - Globalization Chapter Two - National Differences in Political Economic and Legal Systems Chapter Three – National Differences in Economic Development Chapter Four - Differences in Culture 	5/16/21
Assignments	Date Due
<ol style="list-style-type: none"> Introductions Discussion Post Week 1 Discussion - Starbucks 	5/12/21 5/12/21

Week 2 – 5/17-5/23: International Trade	
Learning in the Classroom	Date Due
<ul style="list-style-type: none"> Understand the ethical issues faced in international business. Understand the various trade theories that explain the flow of goods between nations. Understand why governments sometimes intervene in international trade. 	
Reading	Date Due
<ul style="list-style-type: none"> Chapter Five – Ethics, Corporate Social Responsibility and Sustainability Chapter Six - International Trade Theory Chapter Seven – Government Policy and International Trade Supplemental Reading – Overseas Sweatshops 	5/23/21
Assignments	Date Due
<ol style="list-style-type: none"> Week 2 Discussion – Ethics 	5/19/21

Week 3 – 5/24-5/30: Foreign Direct Investment and Foreign Exchange Markets	
Learning in the Classroom	Date Due
<ul style="list-style-type: none"> Understand the theories, trends and factors that influence FDI. Understand the economic and political factors that impact regional economic integration Understand the functions and purpose of foreign exchange markets. 	
Reading	Date Due

<ul style="list-style-type: none"> Chapter Eight - Foreign Direct Investment Chapter Nine - Regional Economic Integration Chapter Ten - The Foreign Exchange Market 	5/30/21
Assignments	Date Due
<ol style="list-style-type: none"> Week 3 Discussion – Walmart in Japan Assignment 1 – Foreign Direct Investment 	5/26/21 5/30/21

Week 4 – 5/31-6/6: International Business Strategy	
Learning in the Classroom	Date Due
<ul style="list-style-type: none"> Understand the historical context behind the modern global monetary system. Understand the various strategies employed to compete globally and their pros and cons. Explain the various models that companies can employ to enter a foreign market. 	
Reading	Date Due
<ul style="list-style-type: none"> Chapter Eleven - The International Monetary System Chapter Twelve - The Strategy of International Business Chapter Thirteen - Entering Foreign Markets Supplemental Reading – Outsourcing in India Supplemental Reading – Top Global Franchises 	6/6/21
Assignments	Date Due
<ol style="list-style-type: none"> Week 4 Discussion – International Business Strategy, MTV Midterm Exam 	6/2/21 6/6/21

Week 5 – 6/7-6/13: Importing, Exporting and Outsourcing	
Learning in the Classroom	Date Due
<ul style="list-style-type: none"> Understand the opportunities and risks associated with importing and exporting. Explain why production and logistics decisions are central to the success of global firms. 	
Reading	Date Due
<ul style="list-style-type: none"> Chapter Fourteen - Exporting, Importing, and Countertrade Chapter Fifteen - Global Production and Supply Chain Management Supplemental Video – The Other Side of Outsourcing 	6/13/21

Assignments	Date Due
<ol style="list-style-type: none"> 1. Week 5 Discussion – Exporting 2. Assignment 2 – Foreign Banking Regulations 	<p>6/9/21 6/13/21</p>

Week 6 – 6/14 - 6/20: Global Marketing, R&D, and HR	
Learning in the Classroom	Date Due
<ul style="list-style-type: none"> • Explain why it might make sense to vary product attributes in different countries and how advertising and promotional strategies might vary as well. • Explain the strategic role of HR management in international businesses. 	
Reading	Date Due
<ul style="list-style-type: none"> • Chapter Sixteen - Global Marketing and R&D • Chapter Seventeen - Global Human Resource Management • Supplemental Reading – Why Leadership Teams Must Be Global 	6/20/21
Assignments	Date Due
<ol style="list-style-type: none"> 1. Week 6 Discussion – Ford’s Global Strategy 2. Assignment 3 – Globalization 	<p>6/16/21 6/20/21</p>

Week 7 – 6/21-6/26: Global Marketing, R&D, and HR	
Learning in the Classroom	Date Due
<ul style="list-style-type: none"> • Understand the pros and cons of expatriate assignments. 	
Reading	Date Due
<ul style="list-style-type: none"> • Supplemental Video – Living in Shanghai: An Overview 	6/26/21
Assignments	Date Due
<ol style="list-style-type: none"> 1. Week 7 Discussion – Expatriates 2. Final Exam 	<p>6/23/21 6/26/21</p>