

ACU COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS
BUSA 419.02: INTERNATIONAL BUSINESS
FALL 2017



Professor: Dr. Sarah Easter **Office:** COBA 254 **Phone:** 325-674-3773
Office Hours: Mondays & Wednesdays: 3:30 – 5 pm; Tuesdays & Thursdays: 3 – 5 pm, or by appointment
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Student Assistant: Lexi Koon
Class Times and Meeting Locations: 9:30 – 10:50 am (Tuesdays & Thursdays), Room 318

"to educate students for Christian service and leadership throughout the world. We achieve our mission by providing a supportive, welcoming, Christ-centered community in which we foster academic excellence through innovative education, real-world learning opportunities, and faculty-guided research."

ACU Mission Statement

"To glorify God by creating a distinctively Christian environment in which excellent teaching, combined with scholarship, promotes the intellectual, personal, and spiritual growth of business students, and educates them for Christian service and leadership throughout the world."

COBA Mission Statement

Course Description: We live in a complex, global world in which business is increasingly done internationally. BUSA 419 provides an overview of these global environments of business as well as an introduction to the managerial challenges unique to the operation and management of the multinational corporation (MNC). In the first part of the semester, we will work to understand the larger cultural, political, legal and economic, environments faced by MNCs. Next, we focus on how businesses operate in these environments, considering such issues as strategy formulation and implementation, and market entry. The last section of the course deals with the managerial challenges involved in international issues pertaining to functions such as Marketing and Human Resources Management.

Contribution of Course to Overall Business Perspective: The goal of this course is to help you increase and develop your global awareness to more effectively participate in and manage international business operations. Understanding international business environments and operations will not only help you to become a more global employee/leader/employer but also will aid you with your long-term career aspiration in this increasingly interconnected world

Contribution of Course to the Development of Communication Skills: The ability to organize and express ideas in a professional manner is critical to organizational effectiveness. The assessments for this course will require the solid use of both oral and written communication. All written work should be completed to professional standards of neatness and format.

Contribution of Course to Christian Service and Leadership: This course seeks to inform your perspective of the dynamic world of global business, instill an appreciation for other cultures and spark a desire to seek and serve others throughout the world.

Specific Goals for Student Competency: As a result of completing this course, you will be able to:

- Explain the impact of globalization and the political, economic, cultural, technical, legal, and ecological environments on a multinational business
- Diagnose how current world affairs affect the global business environment
- Develop and utilize analytical frameworks for understanding foreign market assessment and modes of market entry
- Integrate and effectively apply theoretical concepts in the realm of international business to real-life complex decisions faced by global organizations and managers
- Better understanding of your own Christian worldview and culture in light of the global dimensions of business

Course Materials:

REQUIRED TEXTBOOK: Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2017). *International business: Environments and operations (16th Edition)*. New York: Pearson.

Course Format: This course is designed to offer you an interactive learning environment in which you will engage with me and your classmates to do things you cannot do on your own, such as reinforcing and discussing material from your textbook, broadening your understanding of IB topics through new material from the latest research in the field, articulating and relating your insights and experience to course content and applying and experiencing course content first-hand through in-class activities and case discussions.

In order to get the most out of this class, I provide the below guidelines for individual and team in class contributions:

- Complete readings *before* class, and use those readings as a basis for your active participation during in-class activities and discussions. Developmental, theory-based comments are valuable for moving the discussion forward.
- Ask questions that *add* to your understanding of the course material as well as the knowledge base of your classmates. Encourage your classmates to get involved. Avoid repeating what has already been said.
- Be considerate – come to class on time and do not leave early. Do not interrupt or engage in private conversations while others are speaking.
- To limit distractions for your peers and to facilitate active learning, this course has a policy of no web/email/texting during class.
- Have an opinion and respect others' rights to hold opinions and beliefs that are different from your own, recognizing that there are many different ways to view the material
- Allow everyone the chance to talk. If you have much to say, try to hold back so that your peers might have an opportunity to participate. If you are hesitant, look for opportunities to contribute.

What You Can Expect From Me

I am committed to making this course a valuable (and hopefully fun!) learning experience for you. It will be both rewarding as well as challenging.

I am here to help you succeed – I am available to help via email and office hours (or by appointment). For email, please include 'MGMT 419' at the beginning of your subject headline, so that my attention is immediately drawn to your email, followed by the subject of your email. Before you send me an email, please check the course syllabus, notes, with your classmates and Canvas for the answer to your question. I will try to respond to emails in a timely manner (within 24 hours, excluding weekends). Please attend office hours for your more detailed or complicated questions. I'm also available to talk about your future career goals, life at ACU, etc. ☺

I will upload any available PPT slides to Canvas after each class.

I will give and receive feedback – I am available during office hours to give feedback on assignments. Please also feel free to offer constructive feedback about your experiences with the course, to help me make it as valuable a learning experience as possible (I am always open to your thoughts and opinions about the course!)

Course Requirements:

Assignment	Weight % of grade
Contributions to Course and Team Activities	10%
Textbook Quizzes	20%
Team Market Entry Presentations (20% each)	40%
3 Individual Case Write Ups	15%

Course Requirement Details:

Contributions to course and team activities (10%)

Our time together in class is value added for synthesizing and applying course content, learning from your classmates' input and engaging in activities and exercises that you are not able to do on your own. Attendance will be recorded for every class to help provide accountability. At the beginning of the semester, each student will select a country from within his/her team's region to report on throughout the semester. You are expected to be up-to-date on the latest news taking place in your country and to regularly report updates to the class. The quantity and quality of your in-class contributions will also factor into this overall score. As well, there will be regular activities/class preparation assignments that will factor into this portion of your grade that will be explained in class as we progress through the semester. This means that simply showing up to class is not sufficient to qualify for full participation. Your contributions in class and within assigned teams will be evaluated throughout the semester (see guidelines on page 2) and a peer assessment that will be conducted at the conclusion of both Team Assignments. See participation rubric available on Canvas.

Quizzes (20%)

To help insure that you come to class prepared and that you actively engage in discussions (which will synthesize and build on the concepts and themes discussed in each chapter not review all the material in its entirety), Chapter quizzes will be taken on Canvas. Quizzes must be completed *before* we begin discussing the given Chapter. Quizzes will be comprised of 10 multiple choice questions that test both your comprehension and application of concepts and ideas in each chapter. There will not be an opportunity to make up quizzes but I will automatically drop your two lowest quiz grades at the end of the semester.

Tip: while the quizzes are open book, you will only have 15 minutes to complete each quiz and only one attempt. As well, many of the questions will be applied in nature. Therefore, I strongly suggest that you *thoroughly* read each Chapter and are well familiar with its contents (including the debates and looking to the future sections) before taking the quiz.

Team Market Entry Presentations (40%)

You will form your own teams of five students and select a geographic region from the list below (in second week of class). Below is a brief overview of these assignments (more details will be discussed in class and available on Canvas).

Team Assignment 1:

- Using concepts learned in class, justify the selection of 3 countries in the assigned region (see table below) in order of priority, that presents the most opportune markets for the assigned product/service. Provide analysis and key takeaways for the data
- Deliverable: A maximum of 15-slide deck that each team will submit to Canvas and present to the class (maximum of 15 minutes for presentation with time afterwards for Q&A)

Team Assignment 2:

- From the list of countries in Milestone 1, explain the mode of market entry for #1 prioritized market for the assigned product/service including selection of market and entry decision and rationale
- Deliverable: A maximum of 15-slide deck that each team will submit to Canvas and present to the class (maximum of 15 minutes for presentation with time afterwards for Q&A)

	Regions	Companies
2 Teams	Europe	Cheesecake Factory
2 Teams	South America	Whole Foods
2 Teams	Asia (excluding China, Hong Kong)	Planet Fitness

While all team members are expected to do their best to contribute to a project, this does not always occur. Each student will be given the opportunity to evaluate team members. The professor will use these evaluations to determine the final overall grade that individuals receive for the team projects. A credit or a penalty must be recommended by at least two members of the team to become effective; the extent of the credit or penalty is at the discretion of the instructor.

Case Write Ups (15%)

The cases included at the end of each chapter we will be focusing on this semester provide you with an opportunity to begin to understand how core concepts and themes in international business play out in organizations engaged in global operations. You may select three cases of your choice (from the Chapters we will be focusing on – see course calendar schedule below). Completely and concisely answer each question included at the end of each case, numbering your responses. In doing so, justify your answers/recommendations with facts from the case, not opinions. Please double check your write up for clarity and readability – assignments with multiple writing errors will not receive a passing grade. Use Times New Roman, 12 point font, single spaced and do not exceed one page. *Once a case has been discussed in class, the write-up may be biased and provide an unfair advantage to anyone with a late submission. For this reason, late submissions for case analyzes cannot be accepted.*

Pecha Kucha Presentation (15%)

For your final project, each student will give an individual presentation highlighting key takeaways and lessons learned from the course, including what you now understand about your own worldview and culture in light of considering the global dimensions of business. This presentation will be given in a Pecha Kucha-style format (i.e., simple presentation format where you show 20 images, each for 20 seconds). More details will be discussed in class and available on Canvas.

Class Schedule *(Please note this schedule is subject to change)*

Week	Dates	Class topics	Assignments/Readings
Week 1	Aug 29	Introduction to the Course	
	Aug 31	Globalization & International Business	Chapter 1 – Quiz 1 (practice quiz – completion score)
Week 2	Sept 5	Globalization & International Business (continued)	
	Sept 7	Cultural Environments	Chapter 2 – Quiz 2
Week 3	Sept 12	Cultural Environments (continued)	
	Sept 14	Political and Legal Environments	Chapter 3 – Quiz 3
Week 4	Sept 19	Summit Business as Mission event	
	Sept 21	Economic Environments	Chapter 4 – Quiz 4
Week 5	Sept 26	Economic Environments (continued)	
	Sept 28	Globalization & Society	Chapter 5 – Quiz 5
Week 6	Oct 3	Globalization & Society (continued)	
	Oct 5	Assessing Country Attractiveness	Chapter 13 – Quiz 6
Week 7	Oct 10	Assessing Country Attractiveness (continued)	
	Oct 12	Strategy of International Business	Chapter 12 - Quiz 7
Week 8	Oct 17	Strategy of International Business (continued)	Team assignment # 1 due by 5 pm
	Oct 19	Team Assignment # 1 Presentations	
Week 9	Oct 24	Team Assignment # 1 Presentations Export & Import	Chapter 14 – Quiz 8
	Oct 26	Export & Import (continued)	
Week 10	Oct 31	Direct Investment & Collaborative Strategies	Chapter 15 – Quiz 9
	Nov 2	Direct Investment & Collaborative Strategies (continued)	
Week 11	Nov 7	Organizational Structure & Culture	Chapter 16 – Quiz 10
	Nov 9	Organizational Structure & Culture (continued)	Team Assignment # 2 due by 5 pm
Week 12	Nov 14	Team Assignment# 2 Presentations	
	Nov 16	Team Assignment # 2 Presentations Marketing Globally	Chapter 17 – Quiz 11

Week 13	Nov 21	Marketing Globally	Team Peer Assessment Due
		<i>November 23 – Thanksgiving holiday – eat turkey and be thankful!</i>	
Week 14	Nov 28	Global Manufacturing and Supply Chain	Chapter 18 – Quiz 12
	Nov 30	International Human Resource Management	Chapter 20 – Quiz 13
Week 15	Dec 5	International Human Resource Management (continued)	
	Dec 7	Course Wrap Up	
Week 16	Dec 15	Pecha Kucha Final Presentations @ 10 am	

Course Policies and Important Notes:

Ethics: Academic integrity and honesty are expected. *Any dishonest act observed or reported will be investigated and, if proven, be reported in administrative offices and records, and may be subject to any or all of the following outcomes based on severity: 1) a zero for the assigned work; 2) a failing grade for the course; 3) dismissal from the university*

ACU policy: http://www.acu.edu/campusoffices/studentlife/documents/Acad_Integ_Policy_Fa.pdf

Disabilities: Please inform me by the second class period if you need accommodation for any type of disability.

Withdrawing from Class: To drop a course you must complete required paperwork with your advisor.

Assignments are due on the date scheduled: As in the business world, work has to be received on time to matter. To be fair to all the students who submit on time, if you are late on an assignment, your grade on that assignment will be reduced by 10% for each day it is late. If extenuating circumstances exist it is best to speak to me as soon as possible. All extensions must be arranged *at least one day in advance* and students must be prepared to document their reasons for requesting an extension.

Attendance and Participation: This is an active class, so you will learn new things in class that are not in the readings, and in turn, your participation will also help your classmates learn. For this reason, participating in class is an important part of the learning process in this course. Your course grade may be lowered up to 10% if you frequently miss class, are repeatedly tardy, if you are physically present but mentally absent, if you are rude, disruptive, or generally disagreeable, or if you violate the technology policy.