

ACU COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS
BUSA 419: INTERNATIONAL BUSINESS
SUMMER 2018

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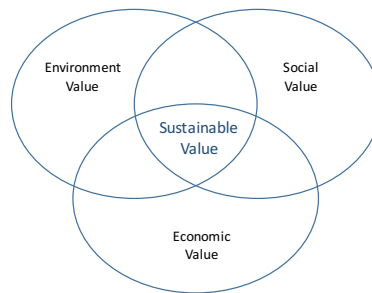
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"To glorify God by creating a distinctively Christian environment in which excellent teaching, combined with scholarship, promotes the intellectual, personal, and spiritual growth of business students, and educates them for Christian service and leadership 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 intensive exposure to these global environments with a focus on the UK and Slovenia and an emphasis on sustainability. The goal of sustainable business is the simultaneous integration of economic prosperity in service of human development in ways that also create social and environmental value.



The beginning of the course provides foundational international business thought in an online format with a focus on reading and written responses. The second part of the course is based in Oxford, England and will be enriched with guided learning experiences in and around Oxford, London and an excursion trip to Slovenia.

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 aspirations 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
- Develop an understanding of opportunities and challenges of managing for sustainability in an interconnected world
- Compare the US and UK business climate, politics, civil society and economy
- Integrate and effectively apply theoretical concepts in the realm of international business to real-life complex decisions faced by global organizations and managers
- Have a Better understanding of your own Christian worldview and culture in light of the global dimensions of business

Course Materials: Some materials will be distributed on the trip; others will be available electronically on Canvas. You will need to purchase the following textbook to complete the pre-trip modules that will be available on Canvas in May.

REQUIRED TEXTBOOK: GLOBAL, by Mike W. Peng. (<https://www.amazon.com/Global-Student-Mike-W-Peng/dp/1111821755>) (back to the second 2nd can be used)

Course Expectations:

Pre-Departure Activities

- **Meet:** Attend all CIE and class pre-departure meetings and follow the pre-departure directions provided by CIE.
- **Get Up-to-date:** Before and during the trip, acquaint yourself with news and political events that are current and important to the UK
- **Complete the first five online modules:** Instructions for each module will be provided on Canvas in mid-May (course will be live three weeks before we leave for Oxford)

Succeeding in Study Abroad

Because our course is highly interactive and it is about learning skills as well as knowledge, it is imperative that you fully engage, that you attend all group events and demonstrate professionalism, collaboration, flexibility, strong work ethic, and cultural sensitivity. These basic skills will impact your ability to complete other assignments with excellence. Specifically:

- **Be Intellectually Curious:** Approach all of our activities ready to learn
- **Be Professional and Courteous:** Be patient and positive with trip participants. Show respect to guests, engage with them and ask questions. Stay on task. Refrain from off-task technology, sleeping, or non-class activities during class. Our hosts are donating their time and effort to us. Make every effort to ensure our hosts have a good experience as they are doing the same for us.
- **Add Value to the Group:** Join and help others join all group events. Look for tasks that need doing and ways to support fellow students, teachers and hosts. Study abroad is a team effort. Participation is challenging but critical because of the compressed format for study, cross-cultural immersion, demanding logistics and close-knit housing.

Course Requirements:

Assignment	Weight % of grade
Foundation Assignments (Pre-departure): Submit online via Canvas	25%
Notebook Assignments (Pre-departure): Submit online via Canvas	25%
International Travel Notebook: Submit online via Canvas	25%
Class Activities/Presentations/Current Events: Complete various assignments, activities and presentations while in the UK and on our excursion trip to Slovenia (to be discussed once we arrive in Oxford)	25%

Grading Scale:

A = 89.5%; B = 79.5%; C = 79.5%; D = 69.5% *Business majors must earn a “C” or better in the course for it to count toward your degree.

Course Requirement Details:

As a study abroad experience, we emphasize taking advantage of the rich learning environment we’ll be in plus the added value of preparing and contemplating your experience. Thus, you’ll find preparing, engaging and reflecting woven through our activities. The pre-departure online modules are designed to expose students to the terms, issues and concepts of business in an international context. Most modules are composed of three individual assignments: 1) Foundation Reading/Writing; 2) Foundation Short Writing; 3) Notebook Application. All writing submissions must be in a .doc or .docx format.

Foundation Assignments (Pre-departure) 25%

These reading/writing assignments typically involve reading a chapter in GLOBAL by Peng and then submitting a written reflection or response in Canvas using the Turnitin application. Each assignment is unique, so read the instructions carefully and follow the directions as given. Some assignments have specific questions for you to complete. **Do not copy the questions into your answer.** Turnitin automatically compares your work to multiple online sources and the work of your classmates in order to check for plagiarism or copying. **Do your own work.** When using an outside source, make sure that is clearly stated in your writing. I will not focus on critiquing grammar or writing style, but it is important to proof your work before submitting. Assignments that have not been proofed or fail to address the requested topics or elements may be returned for a re-write and re-submission. The assignments in this category are equally weighted. Some of these assignments will be used and/or discussed during class once we are in Oxford.

Notebook Assignments (Pre-departure) 25%

These writing assignments allow you to apply information that was introduced in the Foundation Assignments. Submit these assignments via Canvas. Some of these assignments will be used and/or discussed during class once we are in Oxford. The assignments in this category are equally weighted.

International Notebook Assignments 25%

While we are abroad, we will take many tours and hear from several speakers on a wide array of industries and topics, with a particular emphasis on sustainability. Following a speech or visit, you will write a brief reflection on the experience. These reflections should focus on your primary take-aways from the experience and will be submitted to Canvas. The assignments in this category are equally weighted. More information will be provided once we begin meeting in Oxford.

Class Activities/Presentations/Current Events 25%

While we are in Oxford, you will complete various assignments, homework and a few group projects. Some assignments in this category will be weighted heavier than others depending on the length and depth of the assignment or project. More details will be discussed once we arrive in Oxford.

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: If you have a documented disability and want to request academic accommodations, contact the ACU Student Disability Services Office (a part of Alpha Academic Services). To receive accommodations, you must be registered with Disability Services and complete a specific request for individual classes. Please inform me by the second class period if you need accommodation for any type of disability.

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 during our time together in Oxford that are not in the readings, and in turn, your participation will also help your classmates learn. For this reason, participating in all group activities and discussions as well as field trips and company visits is an important part of the learning process in this course. Your course grade may be lowered up to 10% if you frequently miss our meeting times, are repeatedly tardy, if you are physically present but mentally absent, if you are rude, disruptive, or generally disagreeable.