

ACU COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS
BUSA 419: INTERNATIONAL BUSINESS
SUMMER 2020



Professor: Dr. Sarah Easter
Email: sge02a@acu.edu

"To educate business and technology professionals 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. Even those who are only involved in domestic business operations are affected by international environments and the activities of foreign business entities. BUSA 419 provides an overview of the global environments of business as well as an introduction to the managerial challenges unique to business operations on a global scale. This course will offer a framework for understanding organizational and individual action within an increasingly global environment.

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
- Diagnose how current world affairs affect the global business environment
- Integrate and effectively apply theoretical concepts in the realm of international business to real-life complex decisions faced by global organizations and managers
- Better understand 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.

All other necessary readings, videos and podcasts will be provided by your professor via the Canvas platform.

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 Zoom office hours (or by appointment). For email, please include 'BUSA 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 schedule a Zoom appointment for your more detailed or complicated questions. I'm also available to talk about your future career goals, life at ACU, etc. ☺

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!)

How to Succeed in this Course:

- **Pay attention to dates and times** of assignments and synchronous sessions, so that you do not miss any course work or class sessions.
- **Wander and wonder.** At the beginning of the course, generally browse through the course extensively to see where everything is located
- **Check daily.** Though there is no attendance requirement as you would experience in a face-to-face class, your professor can actually check how often and how long you are online. Make sure you do not wait until the last minute to do everything. Check your course **daily** for updates and activities.
- **Do your work.** Other than the time you spend watching the videos, reading materials or writing your assignments online, you will need to spend time working on assignments offline as well. Online learning is all about "learning", not "online".
- **Make time.** Though you may not be required to "appear" in class at a particular time. You'll find it helpful to schedule some time to study this course. Some students just allocate certain time of the day to study. Having some routines helps.
- **Find space.** You may use a variety of places to study in this online learning environment. However, it is always going to be helpful if you can find a quiet place to study. When you are taking an exam, find a place with fairly reliable Internet connection.
- **Ask questions.** If you are confused or lost, simply ask questions either in the "hang out" area or send emails to your professor.
- **Respectful engagement.** 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. Common courtesy and respect will help to create a supportive and positive learning environment for all of us. Show respect for your professor and peers.

Course Requirements:

Assignments	Individual/Group	% of final grade	Details
Individual and Team Contributions to the Course	Individual	15%	Team work, constructive engagement and citizenship in course, participation in online discussions, participation in synchronous sessions (or completion of alternative assignments). Specific instructions will be provided in each assignment description on Canvas.
Individual reading/writing assignments	Individual	45%	Each online module will contain individual reading/writing/video/podcast assignments designed to expose you to the terms, issues and concepts of business in an international context and apply them in today's present climate. 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. All writing submissions must be in a .doc or .docx format. Important note: All assignments in this category will be graded as complete/incomplete. In order to receive a complete, you must follow <u>all</u> assignment instructions. So, please read assignment instructions carefully.
Team activities/presentations	Team	25%	You will be assigned to a group that you will be expected to work with on various assignments through this online class. Further information will be provided as we

			progress in the course.
Final Reflection Presentation	Individual	15%	For your final project, each student will submit a video 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. Further information will be provided as we progress in the course

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.

Overview of Course Schedule:

The below overview schedule is subject to change. A more detailed schedule including assignment dates will be provided directly in the Canvas modules. It is your responsibility to access Canvas and check due dates for various assignments.

Date	Topic	Assignment(s)
Week 1	Topics to be addressed: · Introduction to course and expectations · Globalization and international business · Cultural environments of business	Individual reading/writing assignments; individual and team contributions
Week 2	Topics to be addressed: · Political and legal environments facing business · Economic environments facing business	Individual reading/writing assignments; individual and team contributions; team assignment
Week 3	Topics to be addressed: · Globalization and society · Strategy of international business	Individual reading/writing assignments; individual and team contributions; team assignment
Week 4	Topics to be addressed: · Country evaluation and selection · Export and import	Individual reading/writing assignments; individual and team contributions; team assignment
Week 5	Topics to be addressed: · Team presentations and peer review assignments · Global teams	Individual reading/writing assignments; individual and team contributions; team assignment
Week 6	Topics to be addressed: · Final reflections	Final reflection presentation

University and Course Policies:

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.

ADA Compliance Policy: Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please email alpha@acu.edu or call their office directly at 325-674-2667.

Academic Integrity Policy: Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failure to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submission of papers or projects obtained from another source (e.g., research service or club paper file) as one's own, and 3) Falsifying information orally or in writing. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of your school, and the Dean of Student Life will be notified. See the full university policy, including how to appeal a decision, by following [this link](#)

Anti-Harassment Policy: As a professor, one of my responsibilities is to help create a safe learning environment. I also have a mandatory reporting responsibility related to my role as a professor. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I will only share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, dating or domestic violence or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the [ACU Counseling Center](#). All of your options are available for review by clicking on the link to ACU's [policy](#)