

Course Information

BUS 601
International Business and Economics
Autumn 2017
3 Credit Hours

Instructor Information

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Contact Information

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Communicating With the Instructor

This course uses a "three before me" policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Blackboard
3. The "Water Cooler" discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the "Water Cooler" discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, you are welcome to contact me via email or phone. My preference is that you will try to email me first. I will usually respond to email and phone messages from 8am to 5pm on weekdays, **please allow 48 hours for me to respond**. I am the primary care giver for a relative and sometimes cannot answer the phone, so please do not be offended if it goes to voicemail. Just leave a message and I will get back to you.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance (contact information is listed below).

Course Catalog Description

In this course students will examine international business from an applications standpoint. Students will learn how political, economic and cultural differences affect the business functions and practices of management, human resource management, marketing and finance.

Course Overview

Enduring Understandings:

Not everyone does business the way we do. What difference does it make to manage a business that is domestic versus global? How does management change in a global environment? This course will address this question. Here are some things we will consider:

- Business practices are the result of interaction of social and cultural dimensions and policies evolve from those dimensions. Differences arise.
- All activities involve risks and risks can be estimated and mitigated.
- People organize economic activity in various ways and economics can be measured in different ways.
- Introduction of different monetary units creates various levels of risks to businesses.

Course Prerequisites

None

Course Textbook and Materials

Required

International Business Economics A European Perspective by Judith Piggott and Mark Cook, Palgrave MacMillan, 2006, ISBN-13: 978-1-4039-4219-7, ISBN-10: 1-4039-4219-6

Learning Objectives

MBA Outcomes – This course addresses the bolded MBA outcomes

Knowledge Based Outcomes

- 1. Graduates will exhibit a critical awareness of the principles at play in the current economic climate and how strategies and solutions play to solve the current problems**
2. Graduates will possess the ability to compare and contrast ethical theories and practices
- 3. Graduates will exhibit awareness of the economic, political, social and technological advances affecting global business**

Skills Based Outcomes

- 1. Graduates will employ advanced problem solving in order to develop reflective and innovative business strategies**
2. Graduates will demonstrate successful and complex project management skills based on methodology and methods
3. Graduates will be able to communicate and critique, verbally and in writing, complex

strategies

- 4. Graduates will use data, gathered and observed to evaluate organizational performance**
- 5.** Graduates will display the ability to be self-directed and lead others
- 6.** Graduates will demonstrate they can function autonomously and take responsibility for managing professional practices in a highly complex, unpredictable and changing environment
- 7.** Graduates will initiate and manage high level professional activities in a strategic context
- 8.** Graduates will demonstrate ability to work in a team environment and take responsibility for team performance
- 9.** Graduate will demonstrate the ability to lead and coach

Course Objectives

At the completion of this course students will be able to:

1. Recognize different business practices across the globe and describe how this modifies how you do business. (MBA K3 & S1)
2. Describe and then evaluate the relationship between social and cultural dimensions and business practices. (MBA K3)
3. Identify and strategize methods to mitigate the additional risks associated with global business. (MBA K1, S1, & S4)
4. Become aware of the unique economic organization of capitalism and respect that other economies measure success differently. (MBA K1 & K3)

Unit Objectives

Module 1: Beginning to know ourselves, each other and the global business environment (MBA K3 & S4)

- a. Determine differences in business practices across the globe
- b. Conduct research on socio-economic landscape of various nations
- c. Catalog basic economic statistics of a nation
- d. Evaluate their own international business experience
- e. Analyze economic data on GDP and judge its use as a measure of the standard of living in various nations

Module 2: Who we are impacts what we do (MBA K3 & S4)

- a. Examine research on cultural dimensions and analyze the application of these to business practices.
- b. Respect the role of culture in business activity.
- c. Conduct research on the rating of economies for ease of doing business.
- d. Recognize the economic and business implications of migration of people.

- e. Recognize the role of technology in globalization and analyze how new technologies have changed their own day to day activity

Module 3: Corruption or culture? (MBA K1 & S1)

- a. Research and analyze measures of corruption across the globe
- b. Examine evidence concerning business awareness and response to corruption
- c. Critically reflect on the factors that hinder human development around the globe

Module 4: Are you risk averse? (MBA K1 & K3)

- a. Empathize with individuals in business situations facing political risk around the globe
- b. Access and analyze information on political risk in various parts of the world
- c. Examine political risk mitigation tools
- d. Distinguish various types of freedom and respect cultural choices concerning these

Module 5: How do we get this done? (MBA K1 & K3)

- a. Differentiate the major types of economic systems
- b. Respect the values associated with each types of economic system
- c. Assess the impact of the system constraints in day to day business practice
- d. Examine the challenges and rewards of system transition

Module 6: Joining together or building walls? (MBA K1 & S4)

- a. Assess the various types of economic integration that can occur between economies
- b. Analyze various types of economic barriers and their effects on business and standards of living
- c. Recognize and analyze the various levels of monetary risk associated with international business
- d. Examine tools to mitigate exchange rate risk

Module 7: Global Corporate Responsibility (MBA K1, K3, S1 and S4)

- a. Recognize the responsibility of global corporations to the societies in which they operate
- b. Examine a guide for global corporate conduct

Module 8: Should we go global? (MBA K1, K3, S1 and S4)

- a. Conduct, collaborate and communicate an country analysis
- b. Integrate cultural analysis in their day to day business activities
- c. Adapt to changing economic systems and practices

Course Requirements

Attendance Policy

You should plan to work on this course everyday. This means that you absolutely **must have a reliable and consistent internet connection** throughout the duration of the course. This also strongly suggests that you should **not plan to take any vacations** during this course. This is a condensed, fast-pace, course and it would be extremely difficult to catch up after a prolonged absence. In addition, there are two feature films used in the class. These films are available through YouTube for a charge of \$2.99 each. You will need a credit card to rent these videos.

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Computer Requirements

This course requires that you have access to a computer that can access the internet. You will need to have access to, and be able to use, the following software packages:

- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Microsoft Word

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

Campus Network or Blackboard Outage

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Attendance/Participation

Preparation for class means reading the assigned readings & reviewing all information required for that week. *Attendance* in an online course means logging into the Blackboard and on a regular basis and *participating* in the all of activities that are posted in the course.

Studying and Preparation Time

The course requires you to spend time preparing and completing assignments. A three-credit course requires 144 hours of student work. Therefore expect to spend approximately

18 hours a week preparing for and actively participating in this 8-week course.

Late or Missed Assignments

ALL assignments must be finished and turned in to complete the course. Unless the instructor is notified BEFORE the assignment is due and provides an opportunity for the student to submit his/her assignment late, points may be taken off for a late assignment.

Rewrites

Students may submit their assignments ahead of their due date for review by the instructor as long as the assignment is provided a minimum of three days prior to the course due date. The instructor will provide feedback on the assignment for consideration by the student.

Submitting Assignments

All assignments, unless otherwise announced by the instructor, MUST be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

Drop and Add dates

If you feel it is necessary to withdraw from the course, please contact your advisor for full details on the types of withdrawals that are available and their procedures.

Subject to change notice

All material, assignments, and deadlines are subject to change with prior notice. It is your responsibility to stay in touch with your instructor, review the course site regularly, or communicate with other students, to adjust as needed if assignments or due dates change.

Academic Integrity

Doane University expects and requires all its students to act with honesty and integrity, and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is manifested in various measures. Gehring, et al, (1986) suggests that four categories of academic dishonesty exist¹:

- a. Cheating
- b. Fabrication
- c. Facilitating academic dishonesty
- d. Plagiarism

For more information on academic integrity, please visit the website:

<http://catalog.doane.edu/content.php?catoid=4&navoid=191>

Course Grading

Grades and Grading Scale

Assignment of letter grades is based on a percentage of points earned. The letter grade will correspond with the following percentages achieved. All course requirements must be completed before a grade is assigned.

A	100 – 90
B	89 – 80

C	79 – 70
D	69 – 60
E	59 and below

Summary of Assignments

Item	Points	Date
Journal	6 each	Weeks 1-8
Discussion Board w/ response	21 each	Weeks 1-5
Short Reflective papers	18 each	Weeks 1-5
Quizzes	20 each	Weeks 5-6
Country Report	150	Week 8

See the requirements for the specific Assignments on Blackboard.

How to Succeed in this Course

- Check your Doane email regularly
- Log in to the course web site daily
- Communicate with your instructor
- Create a study schedule so that you don't fall behind on assignments

Accessibility Statement

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at Doane University facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities. Doane University staff coordinate transition from high schools and community colleges, in-service training for faculty and staff, resolution of accessibility issues, community outreach, and collaboration between all Doane University regarding disability policies, procedures, and accommodations.

Student Conduct Statement

Students are required to adhere to the behavior standards listed in **Doane University Policy Manual**

Appropriate classroom behavior is defined by the instructor. This includes the number and length of individual messages online. Course discussion messages should remain focused on the assigned discussion topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion. Inappropriate discussion board messages may be deleted if an instructor feels it is necessary. Students will be notified privately that their posting was inappropriate.

Student access to the course Send Email feature may be limited or removed if an instructor feels that students are sending inappropriate electronic messages to other students in the course.

Technical Support Contact Information

For technical assistance 24 hours a day, 7 days a week, please contact the Doane University Technology Office Help Desk:

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: <http://www.doane.edu>

Syllabus Disclaimer

The instructor views the course syllabus as an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes face-to-face, via email or in the course site Announcements. Please remember to check your Doane University email and the course site Announcements often.