Spring 2026

Meeting days: Wednesdays	**Instructor title and name:** Carsten Hennings DBA
Meeting times: 6:00 PM – 8:45 PM	**Phone:** (619) 849-2667
Meeting location: SWC	**E-mail:** chennin1@pointloma.edu
Final Exam: May 6	**Office location and hours:**

Table 1 Course Information

PLNU Mission
To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission
Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course provides an overview of business strategies, challenges and opportunities that exist in a global business environment. Students will explore the various economic, political, legal, social, and cultural contexts in which international businesses operate. In addition, students will develop a global business strategy, participate in a cross-cultural experience, and complete an in-depth research project on a specific country. Emphasis will be given to cross-cultural issues in management, marketing, and business ethics in an international setting.

COURSE LEARNING OUTCOMES

The student who successfully completes this course will be able to:

1. Explain the main drivers of globalization and the changing nature of the global economy (PLO 1, E3 & F4).
2. Recognize the economic, ethical, and business implications of cultural change (PLO 1, 4 & F4).

3. Evaluate the policy instruments used by governments to influence international trade flows (PLO 1, F1 & F2).
4. Investigate and present on differences among countries and how differences can affect the ability to conduct business in an international arena (PLO 1, 3, E3, F1, F2 & F4).
5. Collaborate effectively in a team to formulate strategies and structures of decision-making in international business which reflect ethics and integrity (PLO 2, 4 & 5).

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Hill, C. W. L. (2024). *Global business today* (2024 release, 13th ed.). McGraw Hill. (ISBN: 9781264943944)
2. Various online articles and videos.

ASSESSMENT AND GRADING

Students are expected to attend all class sessions, participate in class activities, complete exams as scheduled, and turn in assignments on time, or risk the loss of points. Approximate points available are as follows.

Course Assignments by Points		
Assignment Category	**Description**	**Points**
Opening Assignment	See Canvas assignment for specific instructions.	20
Chapter Quizzes	12 in-class chapter quizzes (10 multiple-choice questions). Completed individually first, then retaken with your team. Lowest two quiz scores are dropped - best 10 count (10 x 20 pts = 200).	200
Individual Country Presentation	Each student will prepare a 8-10 minute in-class country business environment presentation with slides. They will also post feedback on the peer reviews of their presentation.	100
Country Presentation Peer Reviews	Each week, students who are not presenting will complete a short feedback post (100–150 words) for one classmate's presentation.	80
Case Study Assignment	Each student will answer specific questions as it relates to the closing case study for the first 10 chapters. (10 x 15pts)	150
Cross-Culture Interview	An in-person interview with a first-generation immigrant/refugee business owner. Includes a brief setup checkpoint plus a 3-4 page APA write-up (interview answers + your reflection) focused on cross-cultural business differences.	100
Global Business Strategy Steps	Team project checkpoints (5) spaced across the term - simple submissions that keep your group on track (see Canvas for prompts and due dates).	100

Global Business Strategy Presentation	Your team's final presentation of a proposed global business strategy. You will synthesize course concepts and project work into a clear recommendation, supported by high-level evidence and analysis. Delivered in class with a professional slide deck.	100
Global Business Group Evaluation	Students will evaluate themselves and their group members based on overall contribution to the project.	25
Final Exam	A cumulative final exam will be given at the assigned day / time as per final examination schedule.	100
Participation, Attendance	Be prepared to answer questions, and participate in group activities, discussions and other assignments. Class attendance will be recorded You could be dropped from the course if you are absent for more than 10% of the classes. Be on time to class. Punctuality is an important attribute in any successful business endeavor. Please contact me if you know you are going to be absent or late.	25
	Total Points Available	1000

Points will be converted to grades as follows

Points	Grade	Points	Grade
930-1000	A	730-769	C
900-929	A-	700-729	C-
870-899	B+	670-699	D+
830-869	B	630-669	D
800-829	B-	600-629	D-
770-799	C+	0-599	F

Table 2 Point Distribution and Grade Scale

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in when they are due — including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances. Exceptions for extenuating circumstances must be pre-approved by the instructor and the program director.

ARTIFICIAL INTELLIGENCE (AI) POLICY

Where indicated and appropriate, you are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) in this course. If you are unsure about the appropriateness of using AI for any given assignment, please check with the instructor before you

begin the work. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. Please use the following sources to guide your citations when using AI.

APA Style: How to Cite ChatGPT

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at www.pointloma.edu/nondiscrimination.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix or as shown in the PLNU Spiritual Care section of this syllabus.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. We have onsite chaplains at our different campuses who may be available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with our chaplains, you can find them at the Chaplain's Page via myPLNU.

In addition, the Mission Valley and Balboa campuses have a prayer chapel for use as a space set apart for quiet reflection and prayer.

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- **The GPS Writing Center** offers:
  - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
  - **One-to-one appointments** with the Writing Coach
  - **Microlearning YouTube Video Library** for helpful tips anytime
  - **Research Help Guide** to help you start your research
  - The physical office is located on the third floor of the **Mission Valley Regional Center** off the student lounge
- **Academic Writing Resources Course**: Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. **Watch a quick video run-through** and take time now to explore!
- **Grammarly**: Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- **Tutoring**: Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: **GPSWritingCenter@pointloma.edu**

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See Adult Undergraduate Academic and General Policies for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

COURSE MODALITY DEFINITIONS

1. Online Courses: These are courses with class meetings where all instruction and interaction is fully online.
    a. Synchronous Courses: At least one class meeting takes place at a designated time.
    b. Asynchronous Courses: All class meetings are asynchronous.

2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.

3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.
If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.
Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to Academic Policies for additional detail.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day.

COURSE SCHEDULE AND ASSIGNMENTS

Week	Readings	Topic	Deliverables (due this week)
Week 1	Syllabus + course orientation	Course Introduction	Academic Honesty Verification Statement Opening Assignment Sign up for Country Presentation
Week 2	Chapter 1	Globalization	Chapter 1 Quiz Closing Case - Chapter 1
Week 3	Chapter 2	National Differences in Political, Economic, and Legal Systems	Chapter 2 Quiz Closing Case - Chapter 2 Step 1: Opportunity and Complexity Framing
Week 4	Chapter 3	National Differences in Economic Development	Chapter 3 Quiz Closing Case - Chapter 3
Week 5	Chapter 4	National Differences in Culture	Chapter 4 Quiz Closing Case - Chapter 4 Step 2: Understanding the Firm - Value Creation and Internal Constraints Peer Feedback Reflection 1

Week 6	Chapter 5	Ethics, CSR & Sustainability and IB	Chapter 5 Quiz Closing Case - Chapter 5 Peer Feedback Reflection 2
Week 7	Chapter 6	International Trade Theory	Chapter 6 Quiz Closing Case - Chapter 6 Peer Feedback Reflection 3 Cross-Cultural Interview - Interview Setup Checkpoint Step 3: Country Comparison and Emerging Direction
Week 8	Chapter 7	Government Policy and International Trade	Chapter 7 Quiz Closing Case - Chapter 7 Mid-Course Survey Peer Feedback Reflection 4
Spring Break	No new reading	Spring Break	
Week 9	Chapter 8	Foreign Direct Investment	Chapter 8 Quiz Closing Case - Chapter 8 Peer Feedback Reflection 5
Week 10	Chapter 9	Regional Economic Integration	Chapter 9 Quiz Closing Case - Chapter 9 Peer Feedback Reflection 6
Week 11	Chapter 10	The Foreign Exchange Market	Chapter 10 Quiz Closing Case - Chapter 10 Peer Feedback Reflection 7
Week 12	Chapter 11	The International Monetary System	Chapter 11 Quiz Cross-Cultural Interview - Final Paper Peer Feedback Reflection 8 Step 4: Feasibility Under Uncertainty
Week 13	No new reading	Easter Break	
Week 14	Chapter 12	The Strategy of International Business	Chapter 12 Quiz Step 5: Strategy Refinement and Justification
Week 15	Review + project work	Global Business Strategy	Step 6: Global Business Strategy Project – Final Presentation Global Business Project - Peer Evaluation
Week 16	Review + exam	Final Exam	Final Exam

Table 3 Course Schedule and Assignments