

SP26 Quad 2

Meeting location: Online, asynchronous	Instructor title and name: Kayleigh Axtell, PhD
Final Exam: May 9 th , 2026	Phone: (808) 384-0558
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	Office location and hours: Fridays weekly 9AM – 9:30AM PT [Zoom link in Canvas] or by appointment

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).

COURSE CREDIT HOUR INFORMATION ☼

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 8 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided below and in the Canvas modules.

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. Extra credit assignments, if/when offered, will be no greater than 5% (50 points) total for the course.

<i>Assignment Category</i>	<i>Description</i>	<i>Points</i>
Light Week Assignment	Opening assignment & course overview video	40
Course Videos	Students will receive points for watching weekly lectures and providing a reflection.	120
Chapter Quizzes	A total of ten (12) chapter quizzes will be given, with the lowest 2 score dropped. Students will have 10 minutes to complete 20 true / false and multiple-choice questions equaling a total of 20% of the grade. The quizzes will use Honorlock as the online monitoring platform.	200
Individual Country Presentation	This assignment is to upload a video of an 8-10 min presentation of a specific country and its global business opportunities. Each student will present a different country allocated on a first-come, first-serve basis.	100
Country Presentation Peer Reviews	Each student will reflect on five (5) fellow classmate's country presentations. Feedback will cover: What unique piece of country knowledge did you learn? Reflect upon a specific data point given and	100

<i>Assignment Category</i>	<i>Description</i>	<i>Points</i>
	provide pertinent feedback AND given the opportunity, what question do you have for the presenter? (Minimum 200 words)	
Closing Chapter Case Study	Each student will answer specific questions as it relate to the closing case study for the first 10 chapters. (10 x 20pts)	200
Global Business / Cross-Culture Interview	Students will be given the option to either personally interview an immigrant/refugee who has built a business in the US OR a C-level executive/director whose primary responsibility is in international business. The interview will focus on either the challenges of carrying out business internationally or on the cross-cultural challenges from an immigrant's perspective. This interview is specifically designed for you to grapple with cross-cultural considerations and differences between operating a business in another cultural context and the US.	100
Final Discussion	See Canvas assignment for specific instructions.	40
Final Exam	A cumulative final exam will be given during the final week of the course. This will test for a comprehensive understanding of the textbook content. The final will use Honorlock as the online monitoring platform.	100
	Total Points Available	1000

Student grades for assignments will be posted in the Canvas gradebook no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the gradebook as these comments are intended to help students improve their work. Final grades will be posted by the due date as posted in the Academic Calendar.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- Hill, C.W. L. (2021). *Global Business Today: 2024 Release*. McGraw-Hill Higher Education (US). (ISBN: 9781264943944)
- Various online articles and videos.

Note: Students are responsible for having the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

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. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

ASSESSMENT AND GRADING Ⓢ

The following grading scale will be used for all exams and final course grades:

- 93-100% = A
- 90 - 92% = A-
- 87 - 89% = B+
- 84 - 86% = B
- 81 - 83% = B-
- 78 - 80% = C+
- *75 - 77% = C
- 73 - 74% = C-
- 71 - 72% = D+
- 68 - 70% = D
- Below 68% = F

Table 2 Point Distribution and Grade Scale

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in when they are due. Incompletes will only be assigned in extremely unusual circumstances. Assignments will be considered late if posted after the due date and time using Pacific Standard Time. No assignments will be accepted after midnight on Sunday night, the last day of class.

Exceptions for extenuating circumstances must be pre-approved by the instructor and the program director.

Incompletes will only be assigned in extremely unusual circumstances.

Assignments will be considered late if posted after the specific time stated on the day, they are due (Pacific Standard Time). *Late assignments* will be graded on the following basis:

up to 1 day late - 10% reduction

up to 2 days late - 20% reduction

up to 3 days late - 30% reduction

up to 4 days late - 40% reduction

up to 5 days late - 50% reduction

over 5 days late - not accepted*

*Only in exceptional circumstances will late work more than 5 days late be accepted. Please communicate with me if you experience exceptional circumstances during the quad as this will be assessed on an individual basis.

ARTIFICIAL INTELLIGENCE (AI) POLICY⊕

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) in this course. 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](#)[Links to an external site.](#)

CONTENT WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In International Business, all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of business, and I will support you throughout your learning in this course.

TRIGGER WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive several types of information. In International Business, we will cover a variety of topics, some of which you may find triggering. The experience of being triggered versus intellectually challenged are different. The main difference is that an individual must have experienced trauma to experience being triggered, whereas an intellectual challenge has nothing to do with trauma. If you are a trauma survivor and encounter a topic in this class that is triggering for you, you may feel overwhelmed or panicked and find it difficult to concentrate. In response, I encourage you to take the necessary steps for your emotional safety. This may include leaving class while the topic is discussed or talking to a therapist at the Counseling Center. Should you choose to sit out on discussion of a certain topic, know that you are still responsible for the material; but we can discuss if there are other methods for accessing that material, and for assessing your learning on that material. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of business, and I will support you throughout your learning in this course.

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

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. [Refer to the map on State Authorization](#) to view which states allow distance education outside of California.

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.

Synchronous Attendance/Participation Definition

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student’s enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

Online Asynchronous Attendance/Participation Definition

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

USE OF TECHNOLOGY ☼

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY ☼

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

COURSE SCHEDULE AND ASSIGNMENTS ⊕

Date	Details	Due
Mon Mar 16, 2026	Quiz: Academic Honesty Verification Statement Page: Week 1 Overview	Due by 11:59pm To do: 11:59pm
Wed Mar 18, 2026	Quiz: Chapter 1 Quiz Discussion Topic: Closing Case – Chapter 1 Assignment: Course Overview Video Assignment: Lecture Video & Response – Chapter 1 Page: Sign Up for Country Presentation	Due by 11:59pm Due by 11:59pm Due by 11:59pm Due by 11:59pm To do: 11:59pm
Sun Mar 22, 2026	Discussion Topic: Closing Case – Chapter 2 Assignment: Lecture Video & Response – Chapter 2 Quiz: Chapter 2 Quiz	Due by 11:59pm Due by 11:59pm Due by 11:59pm
Mon Mar 23, 2026	Page: Week 2 Overview	To do: 11:59pm
Wed Mar 25, 2026	Quiz: Chapter 3 Quiz Discussion Topic: Closing Case – Chapter 3 Assignment: Lecture Video & Response – Chapter 3	Due by 11:59pm Due by 11:59pm Due by 11:59pm
Sun Mar 29, 2026	Quiz: Chapter 4 Quiz Discussion Topic: Closing Case – Chapter 4 Discussion Topic: Country Presentation Peer Review #1 Assignment: Lecture Video & Response – Chapter 4	Due by 11:59pm Due by 11:59pm Due by 11:59pm Due by 11:59pm
Wed Apr 1, 2026	Discussion Topic: Light Week Assignment	Due by 11:59pm
Mon Apr 6, 2026	Page: Week 4 Overview	To do: 11:59pm
Wed Apr 8, 2026	Quiz: Chapter 5 Quiz Discussion Topic: Closing Case – Chapter 5 Assignment: Lecture Video & Response – Chapter 5	Due by 11:59pm Due by 11:59pm Due by 11:59pm
Sun Apr 12, 2026	Quiz: Chapter 6 Quiz Discussion Topic: Closing Case – Chapter 6 Discussion Topic: Country Presentation Peer Review #2 Assignment: Lecture Video & Response – Chapter 6	Due by 11:59pm Due by 11:59pm Due by 11:59pm Due by 11:59pm
Mon Apr 13, 2026	Page: Week 5 Overview	To do: 11:59pm
Wed Apr 15, 2026	Quiz: Chapter 7 Quiz Discussion Topic: Closing Case – Chapter 7 Assignment: Lecture Video & Response – Chapter 7	Due by 11:59pm Due by 11:59pm Due by 11:59pm
Sun Apr 19, 2026	Quiz: Chapter 8 Quiz Discussion Topic: Closing Case – Chapter 8 Discussion Topic: Country Presentation Peer Review #3 Assignment: Lecture Video & Response – Chapter 8	Due by 11:59pm Due by 11:59pm Due by 11:59pm Due by 11:59pm
Mon Apr 20, 2026	Page: Week 6 Overview	To do: 11:59pm

Date	Details	Due
Wed Apr 22, 2026	Quiz: Chapter 9 Quiz	Due by 11:59pm
	Discussion Topic: Closing Case – Chapter 9	Due by 11:59pm
	Assignment: Lecture Video & Response – Chapter 9	Due by 11:59pm
Sun Apr 26, 2026	Quiz: Chapter 10 Quiz	Due by 11:59pm
	Discussion Topic: Closing Case – Chapter 10	Due by 11:59pm
	Discussion Topic: Country Presentation Peer Review #4	Due by 11:59pm
	Assignment: Lecture Video & Response – Chapter 10	Due by 11:59pm
Mon Apr 27, 2026	Page: Week 7 Overview	To do: 11:59pm
Wed Apr 29, 2026	Quiz: Chapter 11 Quiz	Due by 11:59pm
	Assignment: Lecture Video & Response – Chapter 11	Due by 11:59pm
Sat May 2, 2026	Assignment: Cross-Cultural Interview (2 options)	Due by 11:59pm
Sun May 3, 2026	Quiz: Chapter 12 Quiz	Due by 11:59pm
	Discussion Topic: Country Presentation Peer Review #5	Due by 11:59pm
	Assignment: Lecture Video & Response – Chapter 12	Due by 11:59pm
Mon May 4, 2026	Page: Week 8 Overview	To do: 11:59pm
Wed May 6, 2026	Discussion Topic: Global Discussion	Due by 11:59pm
Fri May 8, 2026	Assignment: Bonus Points – IDEA Evaluation	Due by 11:59pm
Sat May 9, 2026	Assignment: Final Exam	Due by 11:30pm
	Assignment: Country Presentations + Overview Video	Due by 11:30pm

Table 3 Course Schedule and Assignments