

FALL 2026

Meeting days: Monday / Wednesday / Friday	Instructor: Dr. Randal P. Schober
Meeting times: 10.55 – 12noon	Phone: Office: (619) 849-2697 Mobile: (858) 336-2728
Meeting location: FSB Rm 102	E-mail: RandalSchober@pointloma.edu
Final Exam: Dec 18 th 10.30 – noon	Office location: Fermanian School of Business. Rm. 126 Office hours: By appointment

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

Upon completion of this course, students 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).

In order to achieve these objectives, the professor's goals are to assist you in: (1) using the information, concepts, and principles from this course to plan, prepare, and make informed decisions, (2) communicating your knowledge clearly in concise reports and presentations, and (3) building skills in international business problem solving, interpersonal communications, research, and fact-finding.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Hill, C.W. L. (2021). *Global Business Today: 2025 Release*. McGraw-Hill Higher Education (US).
CONNECT Online

Wall Street Journal Access: Must have a subscription.

Additional real-time articles, will be assigned during the course

Additional Resources

Web links:

- Global Edge CyberSite: <https://globaledge.msu.edu/>
- World Bank DoingBusiness: <https://www.worldbank.org/en/businessready>

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

ASSESSMENT AND GRADING

<u>Assignment distribution by points:</u>		<u>Grade scale:</u>	
• Opening Assignment	25	A = 93-100	C = 73-76
• Smartbook Intro	15	A- = 92-90	C- = 70-72
• 12 Smartbook Completions (12 x 15)	180	B+ = 87-89	D+ = 67-69
• WSJ Discussion (Attendee Only) (10 x 15)	150	B = 83-86	D = 63-66
• Global Business - Company	15	B- = 80-82	D- = 60-62
- Product & Country	30	C+ = 77-79	F = 0-59
- Meet w/Schober	15		
- Consulting Q&A (12 x 15)	180		
- Presentation	100		
- Group Peer Evaluation	50		
• Exams - Mid-term	50		
- Final	100		
• Friday's Sacred Space (10 x 5)	50		
• Participation, Attendance, Survey	40		
<u>Total Points Available</u>	<u>1000</u>		

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances. This policy relates to both individual and group projects.

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 semester as this will be assessed on an individual basis.

ARTIFICIAL INTELLIGENCE (AI) POLICY

The use of Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini, GrammarlyGo, Perplexity, Gemini Notebook) is permitted and encouraged when used appropriately in this course.

AI may be used to automate or augment tasks such as research, summarization, drafting, or data organization. AI may **not** replace human judgment, strategic thinking, ethical reasoning, or decision-making.

When required, students must complete an **AI Delegation Matrix** to document how AI was used and which tasks remained human-only. In all cases, **accountability for the work remains with the student or team.**

All AI use must be clearly disclosed, including the tool(s) used and the purpose of use. Single-use AI support must be cited but does not require an AI Delegation Matrix unless specified.

Failure to disclose AI use or delegating accountability to AI will be treated as an academic integrity violation.

[APA Style: How to Cite ChatGPT](#)

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, [by email](#) or phone at 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 approved 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 approved accommodations in that particular course. Accommodations are not retroactive; as such, 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-related need should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. In accordance with ADA, accommodations cannot constitute a fundamental alteration to course outcomes; therefore, planning ahead is vital in establishing appropriate accommodations for equal access to this course. 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 eligibility 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.

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) has experienced other forms of discrimination, you can find more information on reporting and resources via the [Nondiscrimination and Anti-harassment Policy](#).

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](#). 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](#) or [consult the list of campus pastors](#).

If you (or someone you know) has experienced other forms of discrimination or bias, you can find more information on reporting and resources via the [Nondiscrimination and Anti-harassment Policy](#).

LOMABOOKS INSTRUCTIONS FOR STUDENTS

This course is part of our course material delivery program, [LomaBooks](#). The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your [LomaBooks](#) materials.

LOMA WRITING CENTER

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar, and polishing final drafts, and more.

Walk-ins are welcome, but we recommend making an appointment in advance. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- [Appointment Calendar](#)
- [Website](#)
- [Email](#)

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

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 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 [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC BEHAVIOR POLICY

Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a full definition of disruptive behavior, response procedures, and the appeal process, please consult the [Academic Behavior Policy](#) in the [University Catalog](#).

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. 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.

COURSE SCHEDULE AND ASSIGNMENTS

DATE	CLASS CONTENT OR ASSIGNMENT	Discussion Or Assignment	Global Business Project
WEEK 1 Aug 31	Introduction Monday: Welcome/Overview/Syllabus Review AI Delegation Matrix Friday Sacred Space Wednesday: Opening Assignment WSJ Discussion (#1) Friday: Sacred Space (1)	Opening Exercise SmartBook Intro WSJ Assignment Sacred Space	
WEEK 2 Sept 7	Chapter #1: Globalization Monday: LABOR DAY: No class Wednesday: Consulting Q&A: Chapt. #1 Friday: Sacred Space (2)	SmartBook #1 Sacred Space	Company Overview Consulting #1
WEEK 3 Sept 14	Chapter #2: National Differences in Political Economy Monday: Consulting Q&A: Chapt. #2 Wednesday: WSJ Discussion (#2) Friday: Sacred Space (3)	SmartBook #2 WSJ Assignment Sacred Space	Product + Market Consulting #2
WEEK 4 Sept 21	Chapter #12: The Strategy of International Business Monday: Consulting Q&A: Chapt. #12 Wednesday: WSJ Discussion (#3) Friday: Sacred Space (4)	SmartBook #12 WSJ Assignment Sacred Space	Consulting #12
WEEK 5	Chapter #13: Entering Developed and Emerging Markets Monday: Consulting Q&A: Chapt. #13	SmartBook #13	

Sep 28	Meet with Schober Wednesday: Consulting Q&A: Chapt. #13 Meet with Schober		Meet w/ Schober Consulting #13
WEEK 6 Oct 5	Chapter #3: National Differences in Economic Development Monday: Consulting Q&A: Chapt. #3 Wednesday: WSJ Discussion (#4) Friday: Sacred Space (5)	SmartBook #3 WSJ Assignment Sacred Space	Consulting #3
WEEK 7 Oct 12	Chapter #8: FDI Monday: Consulting Q&A: Chapt. #8 Wednesday: WSJ Discussion (#5) Friday: Sacred Space (6)	SmartBook #8 WSJ Assignment Sacred Space	Consulting #8
WEEK 8 Oct 19	Chapter #4: Culture Monday: Consulting Q&A: Chapt. #4 Wednesday: Mid-Semester Quiz	SmartBook #4 Mid-semester QUIZ & Survey	Consulting #4
	FALL BREAK		
WEEK 9 Oct 26	Chapter #5: Ethics, Corporate Social Responsibility, and Sustainability Monday: Consulting Q&A: Chapt. #5 Wednesday: WSJ Discussion (#6) Friday: Sacred Space (7)	SmartBook #5 WSJ Assignment Sacred Space	Consulting #5
WEEK 10 Nov 2	Chapter #7: Gov't Policy and Int'l Trade Monday: Consulting Q&A: Chapt. #7	SmartBook #7	Consulting #7

	Wednesday: WSJ Discussion (#7) Friday: Sacred Space (8)	WSJ Assignment Sacred Space	
WEEK 11 Nov 9	Chapter #9: Regional Economic Integration Monday: Consulting Q&A: Chapt. #9 Wednesday: WSJ Discussion (#8) Friday: Sacred Space (9)	SmartBook #9 WSJ Assignment Sacred Space	Consulting #9
WEEK 12 Nov 16	Chapter #10: The Foreign Exchange Market Monday: Consulting Q&A: Chapt. #10 Wednesday: WSJ Discussion (#9) Friday: Sacred Space (10)	SmartBook #10 WSJ Assignment Sacred Space	Consulting #10
WEEK 13 Nov 23	Chapter #11: The International Monetary System Monday: Consulting Q&A: Chapt. #11	SmartBook #11 WSJ Assignment	Consulting #11
	THANKSGIVING		
WEEK 14 Nov 30	Monday: WSJ Discussion (#10) Wednesday: Closing Lecture / Final Prep / IDEA Evals	Idea Surveys	Global Business Presentation
WEEK 15 Dec 7	Monday: - Global Business Project Presentation Wednesday: - Global Business Project Presentation	Idea Surveys Final Quiz Preparation Group Evaluation	
WEEK 16 Dec 14	FINAL Quiz		

FAITH INTEGRATION IN THE CLASSROOM

I am a Christian who believes that faith and effective business leadership are inseparable. Integrity, compassion, and ethical decision-making are not barriers to success; they are essential to it. I teach from the conviction that business can be practiced in alignment with God's Word and that leadership is ultimately demonstrated through character and conduct.

While this approach is often more demanding than the path of convenience or compromise, it is also the more meaningful and enduring one. In a time marked by ethical failure and short-term thinking, there is a clear need for Christian leaders who are willing to lead with humility, responsibility, and faith in action.

ABOUT PROFESSOR SCHOBER

Dr. Randal Schober began at PLNU in 2009 as an adjunct faculty member before becoming a full-time associate professor of management in 2014. He came to PLNU with over 20 years of executive leadership and entrepreneurial experience across for-profit and nonprofit sectors. As the former executive director of SurfAid, he helped deliver humanitarian programs to remote Indonesian islands. He also served as founder and executive director of HeadNorth, director of education for EFI Sports Medicine (Total Gym), and an exercise physiologist at Sharp Memorial Hospital.

At PLNU, Schober teaches in both the undergraduate and graduate programs, with courses that include creativity and innovation, entrepreneurship, and international business. His recent work focuses on the integration of artificial intelligence into business and education, including the development of the Bloom-AI Framework, which explores how AI can enhance and reshape teaching and learning. He is a sought-after speaker and AI keynote presenter for universities and professional audiences.

Beyond the classroom, Schober is a co-founder of Alentejo Alliance, an NGO supporting economic development and entrepreneurial mindsets in Portugal's Alentejo region, and serves as COO of Reacher Technologies, a venture developing wearable safety and monitoring solutions. He also sits on San Diego nonprofit boards and has an active research and presentation portfolio in innovation, entrepreneurship, and AI, including numerous presentations at USASBE and other international conferences.