



**Point Loma Nazarene University  
Fermanian School of Business**

**BBU4080**

**International Business**

**3 Credit Units**

**SPRING 2021**

|   |   |
|---|---|
| <b>Meeting days:</b> Thursday                   | <b>Instructor:</b> Dr. Randal P. Schober  |
| <b>Meeting times:</b> ZOOM @ 6pm                | <b>Phone:</b> Office: (619) 849-2697 Mobile: (858) 336-2728   |
| <b>Meeting location:</b> Online                 | <b>E-mail:</b> RSchober@pointloma.edu   |
| <b>Final Exam:</b> April 29 <sup>th</sup> @ 6pm | <b>Office location:</b> Fermanian School of Business Rm. 126<br><b>Office hours:</b> 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 becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**FSB 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**

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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.

## **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 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

## **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

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- Hill, Charles, *Global Business Today*, 11<sup>th</sup> edition, 2020, McGraw-Hill Irwin (ISBN: 9781260088373)
- Additional real-time articles, will be assigned during the course

### **Additional Resources**

- <http://globaledge.msu.edu>

**COURSE SCHEDULE AND ASSIGNMENTS**

| DATE                           | CLASS CONTENT OR ASSIGNMENT   | Discussion Or Assignment                       | Global Business Strategy |
|--------------------------------|---|--|--------------------------|
| <b>WEEK 1</b><br><b>Jan 21</b> | <b>Welcome/Overview/Syllabus Review</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Introduction &amp; “Covid19 on Globalization’</li> <li>• Opening Exercise</li> </ul>  | Opening Assignment                             |                          |
| <b>WEEK 2</b><br><b>Jan 28</b> | <b>Globalization #1</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Chapter Lecture &amp; Global Business Strategy</li> <li>• Chapter Quiz (following ZOOM)</li> <li>• Closing Case Study</li> <li>• Global Business (Step 1)</li> </ul>  | Case Study Question                            | <b>Step #1</b>           |
| <b>WEEK 3</b><br><b>Feb 4</b>  | <b>Chapter #2: National Differences in Political Economy</b><br><b>National Differences</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Chapter Lecture &amp; Schober Country Presentation</li> <li>• Chapter Quiz (following ZOOM)</li> <li>• Closing Case Study</li> </ul>  | Case Study Question                            |                          |
| <b>WEEK 4</b><br><b>Feb 11</b> | <b>Chapter #3: National Differences in Economic Development</b> <ul style="list-style-type: none"> <li>• <b>FACE TO FACE:</b> Chapter Lecture &amp; Global Strategy (Step 2)</li> <li>• Chapter Quiz</li> <li>• Closing Case Study</li> <li>• 1<sup>st</sup> Country presentations Upload</li> <li>• Country Presentation Peer Review</li> <li>• Global Business Strategy (Step 2)</li> </ul> | Case Study Question<br><br>Country Peer Review | <b>Step #2</b>           |
| <b>WEEK 5</b><br><b>Feb 18</b> | <b>Chapter #4: National Differences in Culture</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Chapter Lecture &amp; Global Strategy (Step 3)</li> <li>• Chapter Quiz (following ZOOM)</li> <li>• Closing Case Study</li> <li>• 2<sup>nd</sup> Country Presentation Upload</li> <li>• Country Presentation Peer Review</li> </ul>   | Case Study Question<br><br>Country Peer Review | <b>Step #3</b>           |
| <b>WEEK 6</b><br><b>Feb 25</b> | <b>Chapter #5: Ethics, Corporate Social Responsibility, and Sustainability</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Chapter Lecture &amp; Global Strategy (Step 3)</li> <li>• Chapter Quiz (following ZOOM)</li> <li>• Closing Case Study</li> <li>• 3<sup>rd</sup> Country Presentations Upload</li> <li>• Country Presentation Peer Review</li> </ul>                        | Case Study Question<br><br>Country Peer Review | <b>Step #3</b>           |
| <b>WEEK 7</b><br><b>Mar 4</b>  | <b>Chapter #6: International Trade Theory</b> <ul style="list-style-type: none"> <li>• <b>FACE TO FACE:</b> Chapter Lecture &amp; Cross-Cultural Interview</li> <li>• Chapter Quiz (following ZOOM)</li> <li>• Closing Case Study</li> <li>• 4<sup>th</sup> Country Presentations Upload</li> <li>• Country Presentation Peer Review</li> </ul>   | Case Study Question<br><br>Country Peer Review | <b>Step #3</b>           |

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|---------------------------|--|--|----------------|
| <b>Mar 11</b>             | <b>NO CLASS</b>  |  |                |
| <b>WEEK 8<br/>Mar 18</b>  | <b>Chapter #7: Gov't Policy and Int'l Trade</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Chapter Lecture &amp; Business Strategy (Step #4)</li> <li>• Chapter Quiz (following ZOOM)</li> <li>• Closing Case Study</li> <li>• 5<sup>th</sup> Country Presentation Upload</li> <li>• Country Presentation Peer Review</li> </ul>  | Case Study Question<br><br>Country Peer Review                                     |                |
| <b>WEEK 9<br/>Mar 25</b>  | <b>Chapter #8: Foreign Direct Investment (FDI)</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Chapter Lecture &amp; Business Strategy (Step #4)</li> <li>• Chapter Quiz (following ZOOM)</li> <li>• Closing Case Study</li> <li>• 6<sup>th</sup> Country Presentation Upload</li> <li>• Country Presentation Peer Review</li> </ul>                                     | Case Study Question<br><br>Country Peer Review                                     |                |
| <b>WEEK 10<br/>Apr 1</b>  | <b>Chapter #9: Regional Economic Integration</b> <ul style="list-style-type: none"> <li>• <b>FACE TO FACE:</b> Chapter Lecture &amp; Business Strategy (Step #4)</li> <li>• Chapter Quiz</li> <li>• Closing Case Study</li> <li>• 7<sup>th</sup> Country Presentation Upload</li> <li>• Country Presentation Peer Review</li> </ul>  | Case Study Question<br><br>Country Peer Review                                     |                |
| <b>WEEK 11<br/>Apr 8</b>  | <b>Chapter #10: The Foreign Exchange Market</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Chapter Lecture &amp; Global Strategy (Step #5)</li> <li>• Chapter Quiz (following ZOOM)</li> <li>• Closing Case Study</li> <li>• 8<sup>th</sup> Country Presentations Upload</li> <li>• Country Presentation Peer Review</li> <li>• Cross Cultural Interview Due</li> </ul> | Case Study Question<br><br>Country Peer Review<br><br>Cross-Cultural Interview Due | <b>Step #4</b> |
| <b>WEEK 12<br/>Apr 15</b> | <b>Chapter #11: The International Monetary System</b><br><b>Chapter #12: The Strategy of International Business</b> <ul style="list-style-type: none"> <li>• LIVE ZOOM: Chapter Lecture</li> <li>• Cross-cultural Interview Review</li> <li>• Global Business Strategy (Step 5)</li> </ul>   |  | <b>Step #5</b> |
| <b>WEEK 13<br/>Apr 22</b> | <b>Global Business Strategy Presentation</b> <ul style="list-style-type: none"> <li>• <b>FACE TO FACE:</b> Global Business Presentations</li> </ul>  |  |                |
| <b>WEEK 14<br/>Apr 29</b> | <b>FINAL Exam: 6pm</b>   |  |                |

The information in this syllabus is subject to change. I will announce changes in class early enough to give you time to meet assignments, etc. It is your responsibility to maintain your schedule, making the changes as necessary. I will not consider absence an excuse for not keeping your schedule updated. Check your PLNU e-mail and Canvas regularly.

## ASSESSMENT AND GRADING

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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 follow:

| <u>Assignment distribution by points:</u>      | <u>Grade scale:</u> |              |              |
|--|---------------------|--------------|--------------|
| • Opening Assignment                           | 20                  | A = 930-1000 | A = 930-1000 |
| • 10 Chapter Quizzes                           | 200                 | A- = 920-900 | A- = 920-900 |
| • Individual Country Presentation              | 100                 | B+ = 870-890 | B+ = 870-890 |
| • Country Presentation Peer Review (8 x 10pts) | 80                  | B = 830-860  | B = 830-860  |
| • Case Study Assignment (10 x 20pts)           | 200                 | B- = 800-820 | B- = 800-820 |
| • Cross-Culture Interview                      | 100                 | C+ = 770-790 | C+ = 770-790 |
| • Global Business Project - Steps (5 x 10pts)  | 50                  |              |              |
| - Presentation                                 | 100                 |              |              |
| - Group Evaluation                             | 25                  |              |              |
| • Final Exam                                   | 100                 |              |              |
| • ZOOM Participation, Attendance, Survey       | 25                  |              |              |
| <u>Total Points Available</u>                  | <u>1000</u>         |              |              |

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

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## COURSE COMPONENTS

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### A. Chapter Quizzes (200pts)

A total of ten (10) chapter quizzes will be given following the Monday ZOOM call. Students will have 15 minutes to complete 20 true / false and multiple-choice questions equaling a total of 20% of the grade.

### B. Individual Country Screencast-o-matic Presentation (100 pts.)

This assignment is to upload a link of an 8-10 min Screencast-o-matic presentation of a specific country and its global business opportunities covering points 5 & 6 below. Upload by Monday at midnight on your assigned week. Each student will present a different country allocated on a first come, first serve basis.

The presentation points:

- Country overview: location, population, currency, language, religion, GDP etc.
- Political, economic and legal systems
- Economic status and development
- Cultural values / norms
- Global business opportunities
- Recent News

### **C. Country Peer Review (80pts)**

For 8 consecutive weeks, each student will provide a reflection on your fellow classmate's country presentation. Feedback will cover: What unique piece of country knowledge did you learn? Reflect upon a specific data point given and provide pertinent feedback AND Given the opportunity, what question do you have for the presenter? (minimum 100 words)

### **D. Global Business Strategy (150 pts.)**

This assignment is designed to utilize knowledge, skills and values learnt throughout the semester. It will require a comprehensive understanding of global business and how this knowledge can be applied to a real-world organization. Eight (8) teams will be established to present a business strategy on 'how to take a local company to a global scale' (no companies that involve alcohol or coffee are permitted). It will require an in-depth understanding of both the individual business and the international opportunities / challenges to ensure a successful globalization of its product or service. More details can be found in Appendix A.

### **E. Cross-Culture Project: Interview (100pts)**

Students will view an informational interview of first generation immigrant / refugee who is an owner of a local business. 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.

### **F. Case Studies (200 pts)**

Each student will answer specific questions as it relates to the closing case study for the first 10 chapters. They need to be uploaded by midnight each Wednesday.

### **G. Final Exam (100 pts)**

A cumulative final exam will be given at the assigned day / time as per final examination schedule. This will test for comprehensive understanding of the textbook content, Mexico trip experience and group project materials.

### **H. Group & ZOOM Class Participation and Attendance (50 pts.):**

Be prepared to answer questions, and participate in group activities, discussions and other ZOOM assignments. ZOOM 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 ZOOM 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.

## **INCOMPLETES AND LATE ASSIGNMENTS**

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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.

## **SPIRITUAL CARE**

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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 the [Office of Spiritual Development](#)

## **STATE AUTHORIZATION**

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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 using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

## **PLNU COPYRIGHT POLICY**

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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 ACADEMIC HONESTY POLICY**

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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. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies in the PLNU Catalog for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students

equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), 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 drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

### **Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

### ***Fully online 3-unit courses only:***

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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.

## **USE OF TECHNOLOGY**

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In order to be successful in the online environment, 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 compatible with their computer available to use. If a student is in need of technological resources please contact [student-tech-request@pointloma.edu](mailto:student-tech-request@pointloma.edu).

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

## **FINAL EXAMINATION POLICY**

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Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.



## **Appendix A**

### **Global Business Strategy**

Students will select a local company whose owner/founder is actively involved in the business's day-to-day operations. Students will complete an organizational summary (background) and develop plan for global expansion.

Checkpoints in the form of assignments will help guide the progress of the project. Students are encouraged to challenge conventional wisdom or assumption about the current business strategy and invent a radically different way of entering into the global market.

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#### **Steps:**

##### **1. Selection**

Students will research and find a local organization whose objective is to engage in a potential international expansion (develop an international strategy).

##### ***Areas that may be covered:***

- Manufacturing in another country
- Distribution in another country
- International Outsource/Insource of services
- Other (specified and approved)

***Students will upload the following information to the assigned discussion board on Canvas:***

1. Name of Business:
2. Contact Person Name and Position:
3. Contact Information (Phone/email):

##### **2. Client Meeting #1**

Meet with your contact from the organization and conduct an informational interview to collect information for your research. This can be done in person or via ZOOM.

##### ***Sample interview questions:***

- How could this company expand internationally?
- What is the organization's major revenue source?
- What type of distribution channels does the organization use?
- What kinds of marketing strategies are used?
- Who is your consumer base?

***Students will upload the following information to the assigned discussion board on Canvas:***

1. Organization mission:
2. Organization structure:
3. Financial information (revenue, supply, and demand, etc.):
4. Organization's international objectives/opportunities:
5. Three possible international strategic opportunities:
6. The one international strategic opportunity you plan to focus on:

### 3. ZOOM with Professor

Set up a 15min meeting with me to discuss your chosen business and results of the first meeting. All group members must be able to attend and confirm their individual roles and responsibilities of the project moving forward.

### 4. Research & Class Update

Conduct in-depth research about the organization's international strategy. Create a detailed analysis of the selected countries (of international strategy):

***Students will upload the following information to the group assignment on Canvas:***

1. What are the political, economic, legal, and cultural variables that will directly affect the international business strategy.
2. How will the organizational objectives best be met?
3. What is estimated project budget?
4. What challenges will the organization face using this strategy?
5. How will the strategy affect the organization's bottom line?
6. ***Create an estimated timeline for achieving the objectives, and assess risks and resources.***
  - Timeline:
  - Estimated launch date:
  - Project risk assessment:
  - Required resources:
7. What is the estimated project budget (excluding direct student assistance)?
8. What are the potential risks of the project?
9. How will risks be managed?
10. What are the required resources needed to complete the project?

### 5. Client Meeting #2 (This can be done in person or via ZOOM)

1. Meet with your contact a final time, and give a mock presentation of your findings in order to receive feedback on your work.
2. Submit a brief reflection below of your most recent communication with your contact and the impact on your strategy moving forward

### 6. ZOOM Presentation

**Presentation:** Students will present their experience and findings to their classmates. The presentation should be a clear and concise summary of the company in which value was added, the opportunity that was identified, the implementation of the plan, how value was added, and the results/feedback received. The presentation should touch on all of the points covered in the previous discussions as well as the written paper. Students will present their findings the class through a 10 minute digital live ZOOM presentation (powerpoint, google slides, prezzi, etc.).

## **FAITH INTEGRATION IN THE CLASSROOM**

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I am a Christian who believes that successful businesses can be run with integrity, compassion, and ethics, as well as with sound business principles, and that, in fact, they go hand in hand. Your business life can and should be used as a platform to bring others to Christ by your actions. I will teach the course from the point of view that one can lead a life of faith that is founded on the WORD. Often, this path is a more difficult one to follow, but in the end, is the far more rewarding one. With all of the recent corporate scandals, the world is in great need of forward-thinking, ethical Christian business leaders.

## **ABOUT PROFESSOR SCHOBER**

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Randal Schober graduated from the University of South Australia and obtained my Doctorate in Education specializing in Exercise Physiology in 1996 from West Virginia University. As an addicted 'entrepreneur', Schober has spent his professional career seeking innovation, avoiding corporate ceilings and developing business solutions. In that journey, he has worked in both the for-profit and not-for-profit sector in the pursuit of taking a business idea to a sustainable reality. Schober is committed to Gandhi's quote 'be the change you want to see in the world' and has attempted to live that out in both his personal and professional life. Prior to joining the Fermanian School of Business as a full-time Associate Professor of Management, he taught Entrepreneurship and Non-profit Management as an adjunct professor at PLNU while serving as Executive Director of a non-profit humanitarian organization, SurfAid ([www.surfaid.org](http://www.surfaid.org)).