



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

**BBU4080**

**International Business**

**3 Credit Units**

**ONLINE SPRING 2022**

<b>Meeting days:</b> N/A	<b>Instructor:</b> Dr. Randal P. Schober
<b>Meeting times:</b> N/A	<b>Phone:</b> Office: (619) 849-2697 Mobile: (858) 336-2728
<b>Meeting location:</b> N/A	<b>E-mail:</b> RSchober@pointloma.edu
<b>Final Exam:</b> March 4 <sup>th</sup> 2022	<b>Office location:</b> Fermanian School of Business Rm. 126 <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**

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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 8 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	QUIZZES ETC.	DUE ASSIGNMENTS	LECTURE OVER-VIEW
<b>WEEK 1</b>	<ul style="list-style-type: none"> <li>• Opening Assignment</li> </ul>		
<b>WEEK 2</b>	<p><b>Due Wednesday</b></p> <ul style="list-style-type: none"> <li>• Chapter #1 Quiz</li> <li>• Closing Case Study</li> </ul> <p><b>Due Saturday</b></p> <ul style="list-style-type: none"> <li>• Chapter #2 Quiz</li> <li>• Closing Case Study</li> </ul>		<p>Chapter 1</p> <ul style="list-style-type: none"> <li>• Globalization of Markets &amp; Production</li> <li>• Changing Demographics of Global Economy</li> <li>• The Globalization Debate + Management</li> </ul> <p>Chapter 2</p> <ul style="list-style-type: none"> <li>• Political System</li> <li>• Economic System</li> <li>• Legal System + Management</li> </ul> <p>Australia Presentation</p>
<b>WEEK 3</b>	<p><b>Due Wednesday</b></p> <ul style="list-style-type: none"> <li>• Chapter #3 Quiz</li> <li>• Closing Case Study</li> </ul> <p><b>Due Saturday</b></p> <ul style="list-style-type: none"> <li>• Chapter #4 Quiz</li> <li>• Closing Case Study</li> </ul>	<ul style="list-style-type: none"> <li>• Country Presentations</li> <li>• Country Presentation Peer Review</li> </ul>	<p>Chapter 3</p> <ul style="list-style-type: none"> <li>• Political and Economic Progress</li> <li>• States in Transition + Management</li> </ul> <p>Chapter 4</p> <ul style="list-style-type: none"> <li>• What is Culture?</li> <li>• Religion &amp; Language + Management</li> </ul>
<b>WEEK 4</b>	<p><b>Due Wednesday</b></p> <ul style="list-style-type: none"> <li>• Chapter #5 Quiz</li> <li>• Closing Case Study</li> </ul> <p><b>Due Saturday</b></p> <ul style="list-style-type: none"> <li>• Chapter #6 Quiz</li> <li>• Closing Case Study</li> </ul>	<ul style="list-style-type: none"> <li>• Country Presentations</li> <li>• Country Presentation Peer Review</li> </ul>	<p>Chapter 5</p> <ul style="list-style-type: none"> <li>• Ethics &amp; Ethical Dilemmas</li> <li>• Roots of Unethical Behavior</li> <li>• Philosophical Approaches + Management</li> </ul> <p>Chapter 6</p> <ul style="list-style-type: none"> <li>• Overview of Trade Theory &amp; Mercantilism</li> <li>• Absolute &amp; Competitive Advantage</li> <li>• Theories + Management</li> </ul>

<p><b>WEEK 5</b></p>	<p><b>Due Wednesday</b></p> <ul style="list-style-type: none"> <li>• Chapter #7 Quiz</li> <li>• Closing Case Study</li> </ul> <p><b>Due Saturday</b></p> <ul style="list-style-type: none"> <li>• Chapter #8 Quiz</li> <li>• Closing Case Study</li> </ul>	<ul style="list-style-type: none"> <li>• Country Presentations</li> <li>• Country Presentation Peer Review</li> </ul>	<p>Chapter 7</p> <ul style="list-style-type: none"> <li>• Instruments of Trade Policy</li> <li>• Development of the World Trading System + Management</li> </ul> <p>Chapter 8</p> <ul style="list-style-type: none"> <li>• FDI in the World Economy</li> <li>• Benefits and Cost of FDI + Management</li> </ul>
<p><b>WEEK 6</b></p>	<p><b>Due Wednesday</b></p> <ul style="list-style-type: none"> <li>• Chapter #9 Quiz</li> <li>• Closing Case Study</li> </ul> <p><b>Due Saturday</b></p> <ul style="list-style-type: none"> <li>• Chapter #10 Quiz</li> <li>• Closing Case Study</li> </ul>	<ul style="list-style-type: none"> <li>• Country Presentations</li> <li>• Country Presentation Peer Review</li> </ul>	<p>Chapter 9</p> <ul style="list-style-type: none"> <li>• Levels of Economic Integration</li> <li>• Economic Integration in Europe and elsewhere + Management</li> </ul> <p>Chapter 10</p> <ul style="list-style-type: none"> <li>• Function &amp; Nature of the Foreign Exchange Market</li> <li>• Exchange rate Forecasting &amp; Currency Convertibility</li> </ul>
<p><b>WEEK 7</b></p>	<p><b>Due Wednesday</b></p> <ul style="list-style-type: none"> <li>• Chapter #11 Quiz</li> </ul> <p><b>Due Saturday</b></p> <ul style="list-style-type: none"> <li>• Chapter #12 Quiz</li> </ul>	<ul style="list-style-type: none"> <li>• Country Presentations</li> <li>• Country Presentation Peer Review</li> <li>• Cross-Cultural Interview</li> </ul>	<p>Chapter 11</p> <ul style="list-style-type: none"> <li>• The Gold Standard</li> <li>• Fixed vs Floating Exchange Rate</li> </ul> <p>Chapter 12</p> <ul style="list-style-type: none"> <li>• Strategy &amp; the Firm</li> <li>• Choosing a Strategy + Management</li> </ul>
<p><b>WEEK 8</b></p>	<ul style="list-style-type: none"> <li>• Final Exam</li> <li>• Global Business Discussion</li> </ul>		

### 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 follow:

<u>Assignment distribution by points:</u>		<u>Grade scale:</u>	
• Opening Assignment	25	A = 93-100	C = 73-76
• 10 Chapter Quizzes	200	A- = 92-90	C- = 70-72
• Individual Country Presentation	100	B+ = 87-89	D+ = 67-69
• Country Presentation Peer Review (10 x 20)	200	B = 83-86	D = 63-66
• Closing Chapter Case Study (10 x 25)	250	B- = 80-82	D- = 60-62
• Cross-Culture Interview	100	C+ = 77-79	F = 0-59
• Global Discussion	25		
• Final Exam	100		
<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.

**COURSE COMPONENTS**

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**A. Chapter Quizzes (200pts)**

A total of twelve (12) chapter quizzes will be given. Students will have 15 minutes to complete 20 true / false and multiple-choice questions equaling a total of 20% of the grade. Students highest ten (10) quizzes will be used (10 x 20pts).

**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. 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 Presentation Peer Review (200pts)**

Each student will provide a reflection on ten (10) 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. Cross-Culture Project: Interview (100pts)**

Students will be given two (2) options to either personally interview a immigrant / refugee who has built a business in the US OR view a recorded video of a 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.

#### **E. Closing Case Studies (250 pts)**

Each student will answer specific questions as it relates to the closing case study for the first 10 chapters. (10 x 25pts)

#### **F. 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 and articles on the current global environment. ]

### **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 on [State Authorization](#) to view which states allow online (distance education) outside of California.

## **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**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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 assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

## **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 ADC Academic Policies in the Graduate and Professional Studies Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

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.

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.

## **USE OF TECHNOLOGY**

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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 for any online or hybrid classes. Please note that any course with online proctored exams require 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**

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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.

## **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. Prior to joining the Fermanian School of Business, Schober was the Executive Director of a non-profit humanitarian organization, SurfAid ([www.surfaid.org](http://www.surfaid.org)) and serves as the Vice Chair of The Cause ([www.thecause.org](http://www.thecause.org))