

**Spring 2023**

<b>Meeting days:</b> Tuesday	<b>Instructor title and name:</b> Carsten Hennings DBA
<b>Meeting times:</b> 9:30 AM -12:15 PM	<b>Phone:</b> (619) 849-2667
<b>Meeting location:</b> MV 316	<b>E-mail:</b> chennin1@pointloma.edu
<b>Final Exam:</b> Final Course Week	<b>Office location and hours:</b> FSB 128 – 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 examines the challenges and opportunities in international business. Through case studies and experiential learning, this course will explore how countries differ in culture, ethics, and business practices, and review the economic, political, legal, and social framework in which international business operates. Other topics include the study of the global monetary system and the climate for foreign investment, and the examination of the strategies and structures of international business.

**COURSE LEARNING OUTCOMES**

Upon completion of this course, students will be able to:

1. Identify and examine the economic, political, legal, social, and cultural framework in which international business operates, and the added complexity that these issues bring (PLO 1, 2 & 4).
2. Investigate various corporate functional areas in an international business (PLO 2 & 4).
3. Evaluate differences and risks in countries and how they affect the ability to make complex business decisions in a global context (PLO 4).

4. Explain and assess the global monetary system, foreign exchange, and the climate for foreign investment (PLO 1, 2 & 4).
5. Present recommendations to address global business issues using multiple perspectives (PLO 4 & 6).
6. Construct strategies and structures of international business that reflect ethics and integrity (PLO 5).
7. Collaborate effectively in a team to enhance awareness of diverse perspectives (PLO 7).

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

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1. Peng, M. W. (2023). *Global business* (5th ed.). Boston, MA: Cengage Learning.
2. You will need to sign up for the *CESIM Global Challenge* simulation. Details will be given on the course Canvas page.

## 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 follows:

Peregrine Course Leveling Module	50
Module 2: Reflection Paper and Workshop Participation	100
Modules 1 & 3: Presentations, Weekly Work	155
<i>CESIM Global Challenge</i> Simulation	305
Interview Paper	180
Final Case	50
Final Exam	160
<b>Total Points Available</b>	<b>1,000</b>

**Grading:** The following represents the general grading policy for this class:

93.0-100.0%	A	73.0-76.9%	C
90.0-92.9%	A-	70.0-72.9%	C-
87.0-89.9%	B+	67.0-69.9%	D+
83.0-86.9%	B	63.0-66.9%	D
80.0-82.9%	B-	60.0-62.9%	D-
77.0-79.9%	C+	0-59.9%	F

**Peregrine Course Leveling Module (50 points)** You are required to take the Foundations of Global Dimensions of Business course assignment leveling module. The time to complete the module is estimated at 6 to 9 hours, depending on your previous exposure to the subject.

To access the Foundations of Global Dimensions of Business module, follow the on-screen instructions found at the following URL: <https://micro.peregrineacademics.com/pointloma>

The password for the module is: **PLNU-1001**

If you have any problems with the registration process, please visit Peregrine's technical support page at: <http://www.peregrineacademics.com/support>

To successfully complete the module, you must earn a minimum score of 80% on the module post-test.

You are allowed to attempt the post-test twice. If you have not achieved a passing score (80%) after two attempts, you will be required to purchase a new module for \$39.00 and continue attempts until a passing score is achieved at the same URL: <https://micro.peregrineacademics.com/pointloma>

The password for the retake module is: **PLNUPAY-1001**

**If you take any modules that are not assigned to you for this course, you will be billed for each module at \$39. Modules should only be taken when assigned by the course and NOT earlier.**

This module is worth 5% of your total course grade. The deadline for completing the module is **January 29, 2023**. The percentage earned on the leveling module post-test will be translated into points earned in this course as follows:

Post-test Percentage	Points Earned in Course
95.00-100	50
90-94.99	45
85.00-89.99	40
80.00-84.99	35
<80.00	0

**Modules 1 & 3: Presentations, Weekly Work (155 Points)** For modules 1 and 3 of the course we will cover various topics in the theory and practice of international business. Students will be asked to provide leadership (in small teams) to parts of the sessions, primarily through chapter review presentations. Participation will also earn points – as will any weekly preparation assignments.

**Module 2: Reflection Paper and Workshop Participation (100 points)** The second module of the course will be a series of workshops aimed at building cross cultural competence. At the end of the module students will be asked to complete a short reflection paper on their learnings from the workshop activities.

**CESIM Global Challenge Simulation (305 points)** We will explore many of the complexities of the execution of business strategies and processes through a team-based simulation – the *CESIM Global Challenge*. While no simulation does full justice to the complexity of business, this simulation will highlight some of the key challenges and opportunities in building a firm which spans international boundaries in production, sales and finance. The simulation will consist of 2 practice and 8 competition rounds. We will discuss in class how the simulation results will translate into earned grades.

**Interview Paper (180 points)** This assignment asks students to identify and interview a businessperson about their experience in international business. The interview could focus on either the challenges of carrying out business internationally or on the cross-cultural challenges of living and working overseas. There will be a set of deadlines for students to meet – selecting and securing the interview, preparing the interview questions, completion of a draft, peer review and the final interview paper.

**Final Case (50 points)** The final take-home case will explore your understanding of the cultural, ethical and business implications of a specific “news story”. Details will be discussed in class and posted on Canvas.

**Final Exam (160 points)** The Final Exam will consist of a written essay exam. I will likely post a set of study questions in advance from which I will select the questions for the exam.

## **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. In general, I assign a grade of 0 for any work submitted late without prior agreement or acceptable reason. Incompletes will only be assigned under extremely unusual circumstances.

## **SPIRITUAL CARE**

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PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at [mvchaplain@pointloma.edu](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto:gordonwong@pointloma.edu). Rev. Wong's cell number is 808-429-1129 if you need a more immediate response.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

## **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 the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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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.

## **SEXUAL MISCONDUCT AND DISCRIMINATION**

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Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. 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 help and support are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, it is 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](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix)

## PLNU ATTENDANCE AND PARTICIPATION POLICY

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Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in 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. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for additional detail.

## 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.

## COURSE SCHEDULE AND ASSIGNMENTS

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**The 'official' and up-to-date schedule of all activities will be on the Canvas website. [Make sure to check this regularly.](#)**

Week	Class Dates	Readings	Topics
1	Light Week	Course Syllabus	Light Week - Orientation and Preparation
2	1/17	Chapter 1	Course Introduction
3	1/24	Chapters 2 & 3	Institutions - Formal and Informal
4	1/31	Chapter 5	International Trade <a href="#">CESIM Practice Round 1</a>
5	2/7	Chapters 6 & 7	International Investment & FOREX <a href="#">CESIM Practice Round 2</a>

6	2/14	Chapter 8	Global and Regional Integration <a href="#">CESIM Round 1</a>
7	2/21	Chapter 10 & 13-1	Entering Foreign Markets <a href="#">CESIM Round 2</a>
8	2/28		Workshop: Foundations of Cross Cultural Competence <a href="#">CESIM Round 3</a>
	3/7	Spring Break	No Class
9	3/14		Workshop: Developing Cultural Awareness <a href="#">CESIM Round 4</a>
10	3/21		Workshop: Enhancing Cross Cultural Skills <a href="#">CESIM Round 5</a>
11	3/28		Workshop: Aligning Cross Cultural Values <a href="#">CESIM Round 6</a>
12	4/4	Easter Week	No Class
13	4/11	Chapter 14	Marketing and Supply Chain <a href="#">CESIM Round 7</a>
14	4/18	Chapter 15	International HR <a href="#">CESIM Round 8</a>
15	4/25	Chapter 16	Global Finance and Governance
16	5/2	<b>Exam Week</b>	<b>Final Exam</b>