



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

BBU4080

International Business

3 Credit Units

ONLINE SPRING 2024

Meeting days: N/A	Instructor: Dr. Randal P. Schober
Meeting times: N/A	Phone: Office: (619) 849-2697 Mobile: (858) 336-2728
Meeting location: N/A	E-mail: RSchober@pointloma.edu
Final Exam: Saturday, April 27 th	Office location: Fermanian School of Business Rm. 120 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 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

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

- Hill, Charles, ***Global Business Today***, 11th 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
WEEK 1	<ul style="list-style-type: none"> • Opening Assignment 		
WEEK 2	<p>Due Wednesday</p> <ul style="list-style-type: none"> • Chapter #1 Quiz • Closing Case Study <p>Due Saturday</p> <ul style="list-style-type: none"> • Chapter #2 Quiz • Closing Case Study 		<p>Chapter 1</p> <ul style="list-style-type: none"> • Globalization of Markets & Production • Changing Demographics of Global Economy • The Globalization Debate + Management <p>Chapter 2</p> <ul style="list-style-type: none"> • Political System • Economic System • Legal System + Management <p>Australia Presentation</p>
WEEK 3	<p>Due Wednesday</p> <ul style="list-style-type: none"> • Chapter #3 Quiz • Closing Case Study <p>Due Saturday</p> <ul style="list-style-type: none"> • Chapter #4 Quiz • Closing Case Study 	<ul style="list-style-type: none"> • Country Presentations • Country Presentation Peer Review 	<p>Chapter 3</p> <ul style="list-style-type: none"> • Political and Economic Progress • States in Transition + Management <p>Chapter 4</p> <ul style="list-style-type: none"> • What is Culture? • Religion & Language + Management
WEEK 4	<p>Due Wednesday</p> <ul style="list-style-type: none"> • Chapter #5 Quiz • Closing Case Study <p>Due Saturday</p> <ul style="list-style-type: none"> • Chapter #6 Quiz • Closing Case Study 	<ul style="list-style-type: none"> • Country Presentations • Country Presentation Peer Review 	<p>Chapter 5</p> <ul style="list-style-type: none"> • Ethics & Ethical Dilemmas • Roots of Unethical Behavior • Philosophical Approaches + Management <p>Chapter 6</p> <ul style="list-style-type: none"> • Overview of Trade Theory & Mercantilism • Absolute & Competitive Advantage • Theories + Management

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

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>												
<ul style="list-style-type: none">• Light Week Assignment 25• 10 Chapter Quizzes 200• Individual Country Presentation 100• Country Presentation Peer Review (5 x 40) 200• Closing Chapter Case Study (10 x 25) 250• Global Business / Cross-Culture Interview 100• Global Discussion 25• Final Exam 100	<table><tr><td>A = 93-100</td><td>C = 73-76</td></tr><tr><td>A- = 92-90</td><td>C- = 70-72</td></tr><tr><td>B+ = 87-89</td><td>D+ = 67-69</td></tr><tr><td>B = 83-86</td><td>D = 63-66</td></tr><tr><td>B- = 80-82</td><td>D- = 60-62</td></tr><tr><td>C+ = 77-79</td><td>F = 0-59</td></tr></table>	A = 93-100	C = 73-76	A- = 92-90	C- = 70-72	B+ = 87-89	D+ = 67-69	B = 83-86	D = 63-66	B- = 80-82	D- = 60-62	C+ = 77-79	F = 0-59
A = 93-100	C = 73-76												
A- = 92-90	C- = 70-72												
B+ = 87-89	D+ = 67-69												
B = 83-86	D = 63-66												
B- = 80-82	D- = 60-62												
C+ = 77-79	F = 0-59												
<u>Total Points Available</u> 1000													

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

COURSE COMPONENTS

A. Chapter Quizzes (200pts)

A total of ten (10) chapter quizzes will be given. Students will have 20 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.

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 including imports and exports
- Cultural values / norms
- Recent News

C. Country Presentation Peer Review (200pts)

Each student will provide a reflection on five (5) 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 200 words)

D. Global Business / Cross-Culture Interview (100pts)

Students will be given two (2) options 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 a 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.

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. The final will use 'honorlock' as the online monitoring platform.

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.

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

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement “Generated using OpenAI. <https://chat.openai.com/>”

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 BBA4080, 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. These topics include [list topics]. 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 International Business and I will support you throughout your learning in this course.

LOMA WRITING CENTER

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

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. 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.

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.

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.

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. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request please email mvchaplain@pointloma.edu.

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.

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!
- **[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 online (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 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. Faculty should follow and students may appeal using the procedure 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. 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 619-849-2486). 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.

COURSE MODALITY DEFINITIONS

- 1. In-Person:** Course meetings are face-to-face with no more than 25% online delivery.
 - 2. Online:** Coursework is completed 100% online and asynchronously.
 - 3. Online Synchronous:** Coursework is completed 100% online with required weekly online class meetings.
 - 4. Hybrid:** Courses that meet face-to-face with required online components.
-

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. The final examination schedule is posted on the [Class 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.

COURSE SCHEDULE AND ASSIGNMENTS

Note: For each assignment, provide the following things:

- Description: Clear explanation of the assignment
 - Requirements: Clearly identify all evaluation requirements for each assignment, including rubrics, if any, for assignments.
 - Style standard: APA, Chicago, etc, if applicable.
-

FAITH INTEGRATION IN THE CLASSROOM & ONLINE

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

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) and continues to serve as the Vice Chair of The Cause (www.thecause.org)