

Spring 2024

Meeting days: Thursday	Instructor title and name: Carsten Hennings DBA
Meeting times: 9:30 AM -12:15 PM	Phone: (619) 849-2667
Meeting location: MV 316	E-mail: chennin1@pointloma.edu
Final Exam: Final Course Week	Office location and hours: 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

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

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
Total Points Available	1,000

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

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.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) for certain assignments and activities 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/>”. If you have any doubts about using AI, please get permission from the instructor.

SPIRITUAL CARE

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 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

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 [Graduate 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.

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.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

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.

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.

Refer to [Academic Policies](#) for additional detail.

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 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

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

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	1/18	Chapter 1	Course Introduction
3	1/25	Chapters 2 & 3	Institutions - Formal and Informal
4	2/1	Chapter 5	Strategy & International Trade CESIM Practice Round 1
5	2/8	Chapters 6 & 7	International Investment & FOREX CESIM Practice Round 2
6	2/15	Chapter 8	Global and Regional Integration CESIM Round 1
7	2/22	Chapter 10 & 13-1	Entering Foreign Markets CESIM Round 2

8	2/29		Workshop: Foundations of Cross Cultural Competence CESIM Round 3
	3/7	Spring Break	No Class
9	3/14		Workshop: Developing Cultural Awareness CESIM Round 4
10	3/21		Workshop: Enhancing Cross Cultural Skills CESIM Round 5
11	3/28	Easter Week	No Class
12	4/4		Workshop: Aligning Cross Cultural Values CESIM Round 6
13	4/11	Chapter 14	Marketing and Supply Chain CESIM Round 7
14	4/18	Chapter 15	International HR CESIM Round 8
15	4/25	Chapter 16	Global Finance and Governance
16	5/2	Exam Week	Final Exam