Fermanian School of Business

BBU4080 International Business

3 Units

Fall 2024

Sept 3 – Dec 22

Meeting Days: Monday

Meeting Times: 6:00 PM – 8:45 PM

Meeting Location: Southwestern College

Final Exam: December 16

Instructor: Horacio Morales

Email: hmorales@pointloma.edu

Phone: (707) 241-0691

Office Location and 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 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. cultures.

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

The student who successfully completes this course 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.

Institutional Learning Outcomes

1. **Learning, Informed by our Faith in Christ**
   Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
2. **Growing, in a Christ-centered Faith Community**
   Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental, and social contexts.
3. **Serving, in a Context of Christian Faith**
   Students will serve locally and/or globally in vocational and social settings.

Required Texts and Recommended Study Resources

- Hill, Charles, *Global Business Today*, 11th edition, 2020, McGraw-Hill Irwin (ISBN: 9781260088373)
- Various online articles and videos.

Note: Students are responsible for having the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

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. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

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. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided below and in the Canvas modules.

Assessment and Grading

Grades will be based on the following:

Points by Course Assignments

Assignment	Description	P

Opening Assignment		
12 Chapter Quizzes (top 10 count)	**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 = 200pts).**	2
Individual Country Presentation	**This assignment is to present a 8-10 min presentation of a specific country covering bullet points below. Upload PowerPoint on your assigned week. Each student will present a different country allocated on a first come, first serve basis on a google doc.** **The presentation points:** • **Country overview: location, population, currency, language, religion, GDP etc.** • **Political, economic and legal systems** • **Economic status: Import / Exports etc.** • **Cultural values / norms** • **Recent News**	1
Country Presentation Peer Review (8 x 10pts)	**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 what question do you have for the presenter? (Minimum 100 words)**	
Case Study Assignment (10 x 20pts)	**Each student will answer specific questions as it relates to the closing case study for the first 10 chapters. (10 x 20pts)**	2
Cross-Culture Interview	**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.**	1
Global Business Strategy Steps (5 x 10pts)	**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' (<u>no companies that involve alcohol or</u>**	

	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 the Canvas assignment page.	
Global Business Strategy 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, prezi, etc.).	1
Global Business Group Evaluation	Students will evaluate themselves and their group members based on overall contribution to the project.	
Final Exam	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 group project materials.	1
Participation, Attendance, Survey	Be prepared to answer questions, and participate in group activities, discussions and other assignments. CLASS 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 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.	
	Total points available:	1

Student grades for assignments will be posted in the Canvas gradebook no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the gradebook as these comments are intended to help students improve their work. Final grades will be posted by the due date as posted in the Academic Calendar.

Grading Scale

The following grading scale will be used for all exams and final course grades:

- 93-100% = A
- 90 - 92% = A-
- 87 – 89% = B+
- 84 – 86% = B
- 81 – 83% = B-
- 78 – 80% = C+
- *75 – 77% = C
- 73 – 74% = C-

- 71 – 72% = D+
- 68 – 70% = D
- Below 68% = F

Incompletes and Late Assignments

All assignments are to be submitted by the due dates. If missing assignments result in the failure to meet learning outcomes, you may receive a letter grade reduction on the final grade in addition to the loss of points for missing work. Assignments will be considered late if posted after the due date and time using Pacific Standard Time. No assignments will be accepted after midnight on Sunday night, the last day of class.

Exceptions for extenuating circumstances must be pre-approved by the instructor and the program director.

Incompletes will only be assigned in extremely unusual circumstances.

PLNU Spiritual Care

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 or a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at scortezm@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.

PLNU Copyright Policy

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PLNU Recording Notification

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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.

For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Adult Undergraduate Academic and General PoliciesLinks to an external site.](#) 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."

Artificial Intelligence (AI) Policy

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. Please use the following sources to guide your citations when using AI.

- [MLA Style Center: Citing Generative AILinks to an external site.](#)
- [APA Style: How to Cite ChatGPTLinks to an external site.](#)
- [Chicago Manual of Style: Citing Content Developed or Generated by AILinks to an external site.](#)

PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). 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 work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

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. Accommodations are not retroactive, so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

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 ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

Language and Belonging

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars, we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice-free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at www.pointloma.edu/bias.

Sexual Misconduct and Discrimination

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. 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 or find a list of campus pastors at pointloma.edu/title-ix.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

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 PoliciesLinks to an external site.](#) for additional details.

Synchronous Attendance/Participation Definition

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student's enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

Note: For synchronous courses with an online asynchronous week, refer to the Online Asynchronous Class Attendance policy listed below.

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.

Course Modality Definitions

1. Online Courses: These are courses with class meetings where all instruction and interaction are fully online.
    1. Synchronous Courses: At least one class meeting takes place at a designated time.
    2. Asynchronous Courses: All class meetings are asynchronous.
2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

Use of Technology

In order to be successful in the online or hybrid 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, 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 nor allowable) 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.

Assignments-at-a-Glance

The course summary below lists our assignments and their due dates. Click on any assignment to review it.

Date	Details	
Tue Sep 3, 2024	Discussion Topic [Opening Assignment](#)	due
	Quiz [Academic Honesty Verification Statement](#)	due
Fri Sep 6, 2024	Page [Sign up for Country Presentation](#)	to d
Wed Sep 11, 2024	Quiz [Chapter 1 Quiz](#)	due
Sun Sep 15, 2024	Discussion Topic [Closing Case (chapter 1): Questions](#)	due
Wed Sep 18, 2024	Quiz [Chapter 2 Quiz](#)	due
Sun Sep 22, 2024	Discussion Topic [Closing Case (chapter 2): Questions](#)	due
	Assignment [Step 1: Global Business Strategy Selection](#)	due
Wed Sep 25, 2024	Quiz [Chapter 3 Quiz](#)	due
Sun Sep 29, 2024	Discussion Topic [Closing Case (chapter 3): Questions](#)	due
Wed Oct 2, 2024	Quiz [Chapter 4 Quiz](#)	due
	Discussion Topic [Country Presentation Peer Review (Group #1)](#)	due
Sun Oct 6, 2024	Discussion Topic [Closing Case (chapter 4): Questions](#)	due
	Assignment [Step 2: Global Business Strategy Meeting](#)	due
Wed Oct 9, 2024	Quiz [Chapter 5 Quiz](#)	due
	Discussion Topic [Country Presentation Peer Review (Group #2)](#)	due
Sun Oct 13, 2024	Discussion Topic [Closing Case (chapter 5): Questions](#)	due
Wed Oct 16, 2024	Quiz [Chapter 6 Quiz](#)	due

	Discussion Topic [Country Presentation Peer Review (Group #3)](#)	due
Sun Oct 20, 2024	Discussion Topic [Closing Case (chapter 6): Questions](#)	due
Wed Oct 23, 2024	Quiz [Chapter 7 Quiz](#)	due
	Discussion Topic [Country Presentation Peer Review (Group #4)](#)	due
Sun Oct 27, 2024	Discussion Topic [Closing Case (chapter 7): Questions](#)	due
	Quiz [Mid-Course Survey](#)	due
Mon Oct 28, 2024	Assignment [Step 3: Global Business Strategy Professor Meeting](#)	due
Wed Oct 30, 2024	Quiz [Chapter 8 Quiz](#)	due
	Discussion Topic [Country Presentation Peer Review (Group #5)](#)	due
Sun Nov 3, 2024	Discussion Topic [Closing Case (chapter 8): Questions](#)	due
Wed Nov 6, 2024	Quiz [Chapter 9 Quiz](#)	due
	Discussion Topic [Country Presentation Peer Review (Group #6)](#)	due
Sun Nov 10, 2024	Discussion Topic [Closing Case (chapter 9): Questions](#)	due
Wed Nov 13, 2024	Quiz [Chapter 10 Quiz](#)	due
	Discussion Topic [Country Presentation Peer Review (Group #7)](#)	due
Sun Nov 17, 2024	Discussion Topic [Closing Case (chapter 10): Questions](#)	due
Wed Nov 20, 2024	Quiz [Chapter 11 Quiz](#)	due
	Discussion Topic [Country Presentation Peer Review (Group #8)](#)	due
Sun Nov 24, 2024	Assignment [Cross-Cultural Interview (2 options)](#)	due

Date	Class Content or Assignment	Due Date
	Assignment [Step 4: Global Business Strategy Research](#)	due
Wed Dec 4, 2024	Quiz [Chapter 12 Quiz](#)	due
Sun Dec 8, 2024	Assignment [Step 5: Global Business Strategy Meeting #2](#)	due
Tue Dec 10, 2024	Assignment [SUBMIT (Step 6): Global Business Strategy Presentation](#)	due
Wed Dec 11, 2024	Quiz [Group Evaluation for Global Business Strategy](#)	due
Mon Dec 16, 2024	Quiz [Final Exam](#)	due
Sun Dec 22, 2024	Assignment [Class Participation, Attendance & Survey](#)	due
	Assignment [Group 'Global Business Strategy' Evaluation](#)	due
	Assignment [Bonus Points: IDEA survey](#)	
	Assignment [Country Presentations (PowerPoint Upload)](#)	

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE