



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

BUS4080 -1

International Business

3 Credit Units

SPRING 2025

Meeting days: Monday / Wednesday	Instructor: Dr. Randal P. Schober
Meeting times: 8am – 9.15am	Phone: Office: (619) 849-2697 Mobile: (858) 336-2728
Meeting location: FSB	E-mail: RSchober@pointloma.edu
Final Exam: Friday May 9 th 7.30am	Office location: Fermanian School of Business Rm. 126 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 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- Hill, C.W. L. (2021). *Global Business Today: 2024 Release*. McGraw-Hill Higher Education (US). (ISBN: 9781264943944)
- Additional real-time articles, will be assigned during the course

Additional Resources

Web links:

- Global Edge CyberSite: <https://globaledge.msu.edu/>
- World Bank DoingBusiness: <https://www.worldbank.org/en/businessready>

COURSE SCHEDULE AND ASSIGNMENTS

DATE	CLASS CONTENT OR ASSIGNMENT	Discussion Or Assignment	Global Business Plan
WEEK 1 Jan 13	Introduction Monday: <ul style="list-style-type: none"> • Welcome/Overview/Syllabus Review • Opening Exercise Review Wednesday: <ul style="list-style-type: none"> • Global Business Plan Project Group Assignment 	Opening Exercise	
WEEK 2 Jan 20	Chapter #1: Globalization Monday: MARTIN LUTHER KING DAY: No class Wednesday: <ul style="list-style-type: none"> • Quiz #1 • Class Exercise • Global Business Plan Project 	Case Study Question	Module #1
WEEK 3 Jan 27	Chapter #2: National Differences in Political Economy Monday: <ul style="list-style-type: none"> • Quiz #2 • Class Exercise • Global Business Plan Project Wednesday: <ul style="list-style-type: none"> • Australia Country Presentation: Schober 	Case Study Question	Module #2
WEEK 4 Feb 3	Chapter #3: National Differences in Economic Development Monday: <ul style="list-style-type: none"> • Quiz #3 • Class Exercise • Global Business Plan Project Wednesday: <ul style="list-style-type: none"> • 1st Country presentations & Review 	Case Study Question	Module #3
WEEK 5 Feb 10	Chapter #4: National Differences in Culture Monday: <ul style="list-style-type: none"> • Quiz #4 • Class Exercise • Global Business Plan Project Wednesday: <ul style="list-style-type: none"> • 2nd Country presentations & Review 	Case Study Question Country Peer Review	Module #4

WEEK 6 Feb 17	<p>Chapter #5: Ethics, Corporate Social Responsibility, and Sustainability</p> <p>Monday</p> <ul style="list-style-type: none"> • Quiz #5 • Class Exercise • Global Business Plan Project <p>Wednesday:</p> <ul style="list-style-type: none"> • 3rd Country presentations & Review 	Case Study Question Country Peer Review	Module #5
WEEK 7 Feb 24	<p>Chapter #6: International Trade Theory</p> <p>Monday</p> <ul style="list-style-type: none"> • Quiz #6 • Class Exercise • Global Business Plan Project <p>Wednesday:</p> <ul style="list-style-type: none"> • 4th Country presentations & Review 	Case Study Question Country Peer Review	Module #6
WEEK 8 Mar 3	<p>Chapter #7: Gov't Policy and Int'l Trade</p> <p>Monday</p> <ul style="list-style-type: none"> • Quiz #7 • Class Exercise • Global Business Plan Project <p>Wednesday:</p> <ul style="list-style-type: none"> • 5th Country presentations & Review 	Case Study Question Country Peer Review	
	SPRING BREAK		
WEEK 9 Mar 17	<p>Chapter #8: Foreign Direct Investment (FDI)</p> <p>Monday</p> <ul style="list-style-type: none"> • Quiz #8 • Class Exercise • Global Business Plan Project <p>Wednesday:</p> <ul style="list-style-type: none"> • 6th Country presentations & Review 	Case Study Question Country Peer Review	Module #7
WEEK 10 Mar 24	<p>Chapter #9: Regional Economic Integration</p> <p>Monday</p> <ul style="list-style-type: none"> • Quiz #9 • Class Exercise • Global Business Plan Project <p>Wednesday:</p> <ul style="list-style-type: none"> • 7th Country presentations & Review 	Case Study Question Country Peer Review	Module #8

WEEK 11 Mar 31	Chapter #10: The Foreign Exchange Market Monday <ul style="list-style-type: none"> • Quiz #10 • Closing Case Study • Cultural Interview Due 	Cross-Cultural Interview	
WEEK 12 Apr 7	Chapter #11: The International Monetary System Monday <ul style="list-style-type: none"> • Quiz #11 • Class Exercise • Global Business Plan Project Wednesday: <ul style="list-style-type: none"> • 8th Country presentations & Review 	Country Peer Review	Module #9
WEEK 13 Apr 14	Chapter #12: The Strategy of International Business Monday <ul style="list-style-type: none"> • Quiz #12 • Class Exercise • Global Business Plan Project Wednesday: <ul style="list-style-type: none"> • Chapter #13: Entering Foreign Markets • 9th Country presentations (Overflow) 		Module #10
	EASTER BREAK		
WEEK 14 Apr 21	Wednesday: <ul style="list-style-type: none"> • Global Business Plan Project Presentation Preparation 		
WEEK 15 Apr 28	Monday: <ul style="list-style-type: none"> • Global Business Plan Project Presentation Wednesday: <ul style="list-style-type: none"> • Global Business Plan Project Presentation 	Global Business Plan Presentation	
WEEK 16	FINAL Exam:		

The information in this syllabus is subject to change. I will announce changes in class early enough to give you time to meet assignments, etc. It is your responsibility to maintain your schedule, making the changes as necessary. I will not consider absence an excuse for not keeping your schedule updated. Check your PLNU e-mail and Canvas regularly.

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	20	A = 93-100	C = 73-76
• 12 Chapter Quizzes (top 10 count)	200	A- = 92-90	C- = 70-72
• Case Study Discussion in class (10 x10).	100	B+ = 87-89	D+ = 67-69
• Country Presentation (in pairs)	100	B = 83-86	D = 63-66
• Country Presentation Peer Review (8 x 10pts)	80	B- = 80-82	D- = 60-62
• Global Business / Cross-Culture Interview	100	C+ = 77-79	F = 0-59
• Global Business - Steps (10 x 15pts)	150		
- Presentation	100		
- Group Evaluation	25		
• Final Exam	100		
• Participation, Attendance, Survey	25		
<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

A. Chapter Quizzes (200pts)

A total of twelve (12) chapter quizzes will be given. Students will have 10 minutes at the beginning of class to complete 20 true / false questions equaling a total of 20% of the grade. Students highest ten (10) quizzes will be used (10 x 20pts = 200pts).

B. Team Country Presentations (100 pts.)

You will be paired up randomly with a peer to present an 8-10 min presentation of a specific country covering bullet points below. Upload PowerPoint on your assigned week. Each team of two 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

C. Country Peer Review (80pts)

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)

D. Global Business Plan Project (250 pts.)

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' (no companies that involve alcohol or 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.

E. 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 an 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.

F. Case Studies (200 pts)

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

G. 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 group project materials.

H. Group & Class Participation and Attendance: (50pts)

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.

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, 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.

APA Style: How to Cite ChatGPT

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 [class name], 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 [subject/major], 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.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

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 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. Faculty should follow and students may appeal using the procedure in the university Catalog.

See [Academic Policies](#) for definitions of kinds of academic dishonesty and 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 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.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. 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 drop date or, after that date, receive an “F” grade.

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

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 in God’s 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 on-going 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)