



UNIVERSITY of
DENVER

COLORADO WOMEN'S COLLEGE

UNIVERSITY OF DENVER—COLORADO WOMEN'S COLLEGE

COURSE NUMBER: BUS 3700 COURSE TITLE: Global Business

Summer/2014:

Day/Time: Saturdays from 8:00 - Noon

**Class Session Dates (month and day): Three Saturdays: June 21st, July 12th and August 9th
and five weeks on-line.**

INSTRUCTOR'S NAME: Robert S. Gnuse

Voice Mail: 404-915-2329; Email: rsgnuse@comcast.net

I will respond to email or voicemail messages within 48 hours.

PREREQUISITES: None

COURSE DESCRIPTION:

Why and how do firms pursue internationalization strategies, both large to small companies? This course will expose students to the notion of globalization and to develop an appreciation of the issues and challenges which managers often confront. The course examines the discrete and interactive effects of the geographic, historical, sociocultural, political/ legal, economic and technological forces on the activities of global firms, drawing policy implications for the management of these enterprises. The course touches on theories of international trade, foreign direct investment, international financial institutions, differences in political landscape and national culture, barriers to trade, foreign exchange, business-government relations, and the strategic alternatives available to companies operating in the global economy. Furthermore, the course will help students understand the variety of business issues, both opportunities and pitfalls, of operating a business in one or more of these societies, such as China, Russia, India, Brazil, Australia, etc. This course also allows students the opportunity to experience the principles and concepts of Global Business operations in foreign markets through a term group project.

STUDENT LEARNING OUTCOMES:

We live in a world of intensifying global relationships where international business has become a key driver of economic development and prosperity. This course is designed to provide students with a fundamental understanding of the environment in which international businesses operate and the complexities of simultaneously competing in multiple countries of the world. Emphasis is put on the knowledge and skills managers need to face global competition and evaluate international investment and business opportunities. At the end of this course students will be able to:

- Demonstrate the common terminology and language of international business;
- Demonstrate knowledge of prevalent theories and concepts used in international business management;
- Articulate the differences in various world trade theories and practices;
- Explain how foreign cultural, political, legal, technological, and economic external forces influence international business and managerial practices;
- Research information on different foreign business environments; compare and analyze investment and business opportunities for various global environments;

- Design organizational competitive strategies, structure and entry strategies for MNC global expansion ventures.

ACADEMIC INTEGRITY:

Colorado Women's College fully endorses the University of Denver's Honor Code and the procedures put forth by the Office of Citizenship and Community Standards. Academic dishonesty—including plagiarism, cheating, and falsification of data and research—is in violation of the code and will result in a failing grade for the assignment or for the course.

As student members of a community committed to academic integrity and honesty, it is your responsibility to become familiar with the DU Honor Code and its procedures (www.du.edu/honorcode).

COURSE TEXTS AND MATERIALS:

1. **REQUIRED:** International Business: The Challenge of Global Competition. 13th edition, by Donald A. Ball, J. Michael Geringer, Michael S. Minor and Jeanne M. McNett (2013). McGraw-Hill/Irwin. ISBN -13-978-0-07-811263-8
 - You may also use the 12th edition of this text.

Online eTextbook: http://www.coursesmart.com/IR/6372646/0077496191?__hdv=6.8

2. **RECOMMENDED:** Regular reading of the Wall Street Journal, Business Week, New York Times and the Financial Times for participation in Discussion Boards.

COURSE REQUIREMENTS:

1. **Class participation:** Active participation in class and online discussions is required and will be a determiner in a student's final grade. An absence, for any reason, will result in forfeiting points for in-class student discussions/presentations. If an emergency arises, it is the student's responsibility to contact her instructor.
2. **Reading assignments:** Assigned readings should be read prior to the class session covering the material so that learning is facilitated in the classroom.
3. **Exams:** There will be a mid-term and a final examination during the quarter. The general format of the examination assessments may include a mix of multiple choice, short answer, and essay questions. Exams will cover materials from the textbook, course assignments and activities, case studies, and lecture notes.
4. **Group Project:** For the Group (team) project, students will form groups of four to five and select a company to prepare a written paper on that company's entering a foreign market. The "White Paper" report titled "Doing Business inCountry" will be specific to the company they select. The project will run for the duration of the course and will have the following Deliverables: a.) a written "White Paper" report, b.) a PowerPoint presentation to be given in class and c.) Peer Review Evaluation of each of the Group's team member's performance throughout the semester.
5. **Assignments:** Various assignments will be administered throughout the course. Assignments can involve individual or group work using Discussion Boards and written case study papers.
6. **Extra Credit Opportunities:** Extra credit (up to twenty-five points) can be earned during the semester. Examples of extra credit opportunities might include: attending a Career Fair, on-campus "speakers series" including lectures by notable business leaders, and successful entrepreneurs. Notice of extra credit opportunities will be provided in class by the professor.

7. Grading:

	Points	Weight%
Mid-term exam	100	14.5%
Final exam	100	14.5%
Written Group White Paper	300	28.5%
Peer Review Evaluation	75	10.5%
Assignments	150	21.5%
<u>Discussion Boards</u>	<u>75</u>	<u>10.5%</u>
Total Points	800	100.0%

Percentage	Grade
95-100	A
90-94	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0-59	F

ATTENDANCE AND PARTICIPATION

Attendance is mandatory in all class sessions. Active participation in class and online discussions is also required and will be a determiner in a student's final grade. An absence, for any reason, will result in forfeiting points for in-class student presentations. These may not be made up in another class session. If an emergency arises, it is the student's responsibility to contact her instructor.

A grade of incomplete will be granted only under special circumstances as determined by the instructor. <http://www.du.edu/registrar/records/incompletegrade.html>

TECHNOLOGY USE IN THE CLASSROOM

In order to create and maintain an optimal learning environment in the classroom, students should use technology appropriately as directed by the instructor for the purposes of the course. Work done on laptops, cell phones, and other devices that is not relevant to the class can hinder the process of communication and shared discussion of ideas that require full engagement by all participants.

ADA ACCOMMODATIONS

Students who require accommodations under the Americans with Disabilities Act must contact the instructor to discuss their needs. Failure to notify the instructor immediately may hinder the college's ability to accommodate accordingly. Students with learning disabilities should also contact the University Disability Services Program at <http://www.du.edu/studentlife/disability/>. University Disability Services houses the Learning Effectiveness Program (LEP) and the Disability Services Program (DSP).

OBSERVATION OF RELIGIOUS HOLIDAYS

Students wishing to observe a religious holiday not celebrated on the academic calendar may do so provided advanced written notice is given the instructor during the first two weeks of the quarter. With advanced written notice, the absence will be considered an excused absence. For additional information, contact DU's Center for Religious Services (<http://www.du.edu/crs/>).

COURSE SCHEDULE:

Class Date Class Topics

June 16th Summer Quarter classes begin

Session One: Welcome, Introduction to International Business - Chapter 1
(Classroom) International Trade and Foreign Direct Investment - Chapter 2
June 21st International Institutions from an IB Perspective - Chapter 4

Session Two: International Environment –
(Online) Sociocultural Forces - Chapter 5
June 28th Natural Resources and Environmental Sustainability - Chapter 6

Session Three: International Environment- continued
(Online) Economic and Socioeconomic Forces - Chapter 7
July 5th Political Forces - Chapter 8

Session Four: International Environment – continued
(Classroom) Intellectual Property and Other Legal Forces - Chapter 9
July 12th Discussion of Term Group paper assignment
Mid-term Exam Covering 1, 2, 4, 5, 6, 7, and 8

Session Five: International Environment – continued
(Online) International Monetary System and Financial Forces - Chapter 10
July 19th Labor Forces - Chapter 11

Session Six: Organizational Environment –
(Online) International Competitive Strategy - Chapter 12
July 26th

Session Seven: Term Group “White Papers” due
(Online)
August 2nd

Session Eight: Group Project PowerPoint Presentations due and Peer Review Evaluations due
(Classroom)
August 9th

August 14th Last day of Summer quarter classes

(Online) Final Exam covering: Chapters 9, 10, 11 and 12. Opens 8/11 and closes 8/14.