



UNIVERSITY of  
DENVER

COLORADO WOMEN'S COLLEGE

**UNIVERSITY OF DENVER—COLORADO WOMEN'S COLLEGE**

**COURSE NUMBER: BUS. 3700 (Summer Interterm 2015)**

**COURSE TITLE: Global Business**

**Summer/2015; Days: June 7-14<sup>th</sup> (Hybrid course – 3 class sessions and 5 online sessions)**

**Class Dates (day/time): June 7<sup>th</sup> /1:00 -8:00 pm; June 10<sup>th</sup> /4:00 -10:00 pm;  
and June 13<sup>th</sup> /10:00 -6:00 pm. Class will meet in Chambers Center - Room 350.**

**Online Session Dates: June 8<sup>th</sup>; June 9<sup>th</sup>; June 11<sup>th</sup>; June 12<sup>th</sup>; and June 14<sup>th</sup>**

**SYLLABUS: Bus. 3700\_Summer Interterm\_2015**

The syllabus provides a general plan for the course. The professor reserves the right to make periodic changes to the syllabus, including assignments, case studies, calendar, examinations, etc., in order to accommodate the needs of the class as a whole and to fulfill the learning objectives of the course. Any changes will be communicated to and discussed with students through revisions to the Syllabus and announcements in class.

**INSTRUCTOR'S NAME: Robert S. Gnuse**

**Voice Mail: 404-915-2329; Email: [rsgnuse@comcast.net](mailto:rsgnuse@comcast.net)**

*I will respond to email or voicemail messages within 24 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 help them 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. 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; i.e. China, Russia, India, Brazil, Australia, etc.

**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](http://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

**Online eTextbook:** <http://www.coursesmart.com/IR/6372646/0077496191?hdv=6.8>  
**Also if you can purchase the international version of the text it can be used for the course and the price is cheaper.**

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 interterm. 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 two to three and select a company to prepare a written paper on that company's entering a foreign market. The "White Paper" report titled "Doing Business in .....Country" will be specific to the company the group selects. 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. Grading:**

	Points	Weight%
Mid-term exam	100	14.0%
Final exam (Case Paper)	100	14.0%
Written Group White Paper	200	30.0%
White Paper PPT presentation	100	14.0%
Peer Review Evaluation	75	8.0%
Assignments (two papers)	100	14.0%
<u>Discussion Boards (3)</u>	<u>75</u>	<u>6.0%</u>
Total Points	750	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**

You will need to bring your smartphone, tablet or laptop to class, as you will need it for taking quizzes, polls or research on class topics. However, 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).

## **DIVERSITY, INCLUSIVENESS, RESPECT:**

CWC is committed to fostering a diverse learning community that is inclusive and respectful. We encourage and appreciate expressions of different ideas, opinions, and beliefs, so that conversations and interactions that could be potentially divisive instead turn into opportunities for intellectual and personal growth. Respecting what others say, their right to say it, and listening to each other are the ways that we all can further thoughtful and enlightening dialogue.

## **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. 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:**

<b><u>Class Date</u></b>	<b><u>Class Topics</u></b>	<b><u>Assignments Due</u></b>
Session One: (Classroom) June 7 <sup>th</sup>	Welcome, Introduction to International Business - Chapter 1 International Trade and Foreign Direct Investment - Chapter 2 International Institutions from an IB Perspective - Chapter 4 Discussion #1 Topic	
Session Two: (Online) June 8 <sup>th</sup>	International Environment Sociocultural Forces - Chapter 5 Natural Resources and Environmental Sustainability - Chapter 6 Discussion #2 Topic	Discussion #1
Session Three: (Online) June 9 <sup>th</sup>	International Environment- continued Economic and Socioeconomic Forces - Chapter 7 Political Forces - Chapter 8 Moto Case	Discussion #2
Session Four: (Classroom) June 10 <sup>th</sup>	International Environment – continued Intellectual Property and Other Legal Forces - Chapter 9 Discussion #3 Topic Discuss Term Group paper and PowerPoint presentation assignment Review and Mid-term Exam Covering Chapters 1, 2, 4, 5, 6, 7, and 8	Moto case paper
Session Five: (Online) June 11 <sup>th</sup>	International Environment – continued International Monetary System and Financial Forces - Chapter 10 Labor Forces - Chapter 11 Pepsi Case	Discussion #3

Session Six: (Online) June 12 <sup>th</sup>	Organizational Environment – International Competitive Strategy - Chapter 12 Groups work on PowerPoint presentations	Pepsi Case paper
Session Seven: (Classroom) June 13 <sup>th</sup>	Group Project PowerPoint Presentations Peer Review Evaluations	PowerPoints
Session Eight: (Online) June 14 <sup>th</sup>	Last day of Summer Interterm classes Term Group “White Papers” submission due; Final Exam Covering Chapters 9, 10, 11 and 12	White Paper