

# Introduction to Global Business

## Syllabus

### About this Course

The objectives of this course are to provide you with a basic understanding of:

- Globalization
- How and why nations differ politically, culturally, and economically (and how these differences influence global business).
- Types of foreign direct investments.
- Strategies for entry into new markets.
- Exporting and importing.
- Dynamics of the global monetary system.
- Significance of outsourcing and logistics management.
- Global human management.

In this course, we progress through a series of modules. Each unit contains a variety of readings and activities to help you learn what you need to know about global business. This content information is presented in various formats. You will be expected to finish each unit by the date specified (typically one week). It is very important that you to keep up with the course work.

The textbook is GLOBAL4, by Mike W. Peng, South-Western / Cengage Learning. (ISBN: 978-1-337-40682-6). A copy of the textbook is available at the library through Textbooks on Reserve.

Units consist of the following items (some units may not include all components):

- Chapter Overviews.
- Objectives - What you should be able to do in order to demonstrate your learning.
- Readings - Assignments from your textbook and, occasionally, outside sources.
- Lecture - Narrated lectures similar to what you would experience in class. These lectures supplement the reading assignments and are not intended as substitutes!
- Website(s) - Websites to review. These website supplement the reading and may offer visual representations or interactive elements to further your understanding.
- Activities - An assignment you should complete individually.
- Discussions - An online discussion via the discussion board.
- Quizzes - An assessment of how well you learned the topics covered in the unit.
- Term Paper - A paper focusing on a specific global company that you will research and analyze. Some assignments are directly related to your paper.
- Reflection Paper - A paper focusing on a particular global interaction you have had or will have.

- Exams - There is a mid-term and final exam. The content covered on the mid-term will not be covered on the final.

Note on the Discussions: You will need to actively participate in online discussions as well as other activities required in this course. You are expected to post your ideas and assignments, comment to others' ideas, and exchange thoughts with fellow students and the instructor. The interchange of ideas is key to getting the most out of this course.

Discussion Participation - For each discussion topic/module, you are required to have at least one thread and two comments on other students' threads. - Responses such as "I agree" or "I disagree" do not demonstrate your learning, so you need to substantiate your answers with more evidence.

Your initial post for each discussion topic/module has to occur BEFORE Thursday at 11:55pm. Your two other posts to your classmates are to be made after Thursday and are due on Sunday by 11:55pm. The Thursday deadline is to give your classmates enough time to respond to you.

# Course Calendar & Expectations

Before you figure out your own most effective way of learning from this course, I suggest the following:

Week 1:

1. read the home page on the left of the page
2. read through the course syllabus (in the syllabus button on the left of this page)
3. go through Module 1 by clicking the Modules button on the left
4. utilize the chapter presentation while reading the chapter to help you grasp the important content
5. finish requirements of Module 1 quiz, assignment, and discussion before Sunday night

Week 2 and beyond:

1. Refer to the schedule page from your printed syllabus
2. Locate the relevant row of "Week, Chapter, Module and Due Date" on the page
3. Locate the specific Chapter from the textbook
4. Go to the Canvas course site and click the specific Module
5. Go through the entire Module and finish every task

The Announcement, Assignment, Quiz and Discussion are the tools that I use to facilitate learning for this course.

The following is the layout of the course.

**Lesson 1** - Introduction - Globalizing Business (Chapter 1)

**Lesson 2** - Investing Abroad Directly (Chapter 6)

**Lesson 3** - Entering Foreign Markets (Chapter 10)

**Lesson 4** - Politics/Laws/Economics (Chapter 2)

**Lesson 5** - Cultures/Ethics/Norms (Chapter 3)

**Lesson 6** - Leveraging Resources/Capabilities (Chapter 4)

**Lesson 7** - Reflection Paper Completion, Study & Review Week

**Lesson 8** – Online-Counseling (interact with students)

**Lesson 9** – Key Points Retrospective Analysis (Chapters 1-4, 6, 10)

**Lesson 10** - Trading Internationally (Chapter 5)

**Lesson 11** - Foreign Exchange Rates (Chapter 7)

**Lesson 12**- Global Integration (Chapter 8)

**Lesson 13** - Internationalization of the Firm (Chapter 9)

**Lesson 14** - Managing Human Resources Globally (Chapter 13)

**Lesson 15** - Term Paper Completion, Study & Review Week

**Lesson 16** - Finals Week (examination & assessment)

# Assessments & Grading Policy

**Posting of Grades:** Grades posted in the Grades section may not necessarily reflect your current standing in the class. If you notice missing grades for assignments completed, it is because the assignment has not been graded. If you didn't turn in an assignment, a "0" may not have been recorded in the grades for that assignment.

**Course Incompletes:** Except in extenuating circumstances, incompletes will not be granted in this course. See the Miami University Student Handbook for regulations governing incompletes.

There are 600 total points for this course. The grade you earn for this course depends on the total number of points you earn throughout the semester. The instructor reserves the right to adjust the points during the term. Any adjustment will be communicated to the students. The assessment methods and grading scale are as follows:

Assessment Methods	Unit Points	Total Unit Points	Percentage
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<i>8 Online Discussions</i>	10	80	13%
<i>8 Quizzes</i>	15 or 20	130	22%
<i>9 Essay Assignments</i>	15-20	160	27%
<i>Mid Term Exam</i>	50	50	8%
<i>2 Papers</i>	85/45	130	22%
<i>Final Exam</i>	50	50	8%
<i>Total Points</i>		600	100%

Points	Grade scale
582 - 600	A+ (97% -100%)
558 - 581.5	A (93% - 96.99%)

540 - 557.5	A- (90% - 92.99%)
522 - 539.5	B+ (87% - 89.99%)
498 - 521.5	B (83% - 86.99%)
480 - 497.5	B- (80% - 82.99%)
462 - 479.5	C+ (77% - 79.99%)
438 - 461.5	C (73% - 76.99%)
420 - 437.5	C- (70% - 72.99%)
402 - 419.5	D+ (67% - 69.99%)
378 - 401.5	D (63% - 66.99%)
360 - 377.5	D- (60% - 62.99%)
< 360	F (below 60%)

# Student & Instructor Expectations

You should:

- Submit assignments prior to their due date/time. Late work may be turned in only with prior permission. In most cases, I will deduct points from the assignment. If you do not turn in the work on a particular assignment, you will receive a "0" for that assignment.
- Complete all readings and activities in a timely manner.
- Spend at least 6 hours a week studying and completing assignments for this class.
- Submit work that demonstrates a clear understanding of the material.
- Keep an open mind regarding the material and other people's opinions.
- Notify the instructor if you have any problems in a timely manner.

Special Note on Contact with Instructor: To keep up with assignments and important information for the class you need to:

1. Check your Miami University email and the course announcements every day during the week.
2. Always include CMR 244 at the start of the subject line in all emails.
3. If you have a question, please feel free to email me. I will try to respond within 24 hours.
4. Feel free to also text me at (513) 885-3987. If you text me, please let me know who you are in the text.
5. Phone Conferences: My set office hours are Tuesday from 3:30-5:00pm and Thursday from 10:00-11:30am. If you would like to talk something over with me, please feel free to swing by on Tuesday afternoon or Thursday morning, or call me at (513) 885-3987. You can also text me and we can set up a time to talk.

I will try my best to:

- Check the course site regularly to monitor discussion board postings and check assignments.
- Respond to all email within 24 hours.
- Return all phone calls within 24 hours (except on weekends)

# Additional Items

You can use these resources for your final paper and some other business research assignments.

- [Business Resources](#) 

[Link](#). from Regional Librarian Specially Created for Introduction to Global Business

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## Technical Support

### Knowledge Base

If you are having technical problems, there are several support options. First, you should check Miami's Knowledge Base for information regarding your problem.

#### **Main Help Desk - 513-529-7900 or 513-727-3340 (local from Middletown).**

This line is manned 24 hours a day from Sunday at 9AM until Friday at 8PM and Saturday from 9AM until 5PM. Hours during holidays and breaks may vary. Walk in assistance is available in 103 Robertson from 8AM-5PM Monday through Friday. Laptops and computers are serviced by appointment only.

#### **Regional Campus Help Desks**

Hamilton and Middletown hours: Monday-Thursday 8AM-10PM, Friday 8AM-5PM and Saturday 8AM-1:30PM (2PM in Middletown). Hours during holidays and breaks may vary.

#### **Hamilton Help Desk**

Phone: 513-785-3279

#### **Middletown Help Desk**

Phone: 513-727-3356

#### **Available Training**

Miami also offers several options for students needing additional technical skills. Workshops are offered throughout the academic year and self-paced online tutorials are also available. Training opportunities are listed .

### **University Policies:**

Academic Integrity (also known as Academic Dishonesty, Cheating): You must comply with Miami University's Academic Integrity policy. You are expected to know what behavior constitutes academic dishonesty, as well as the penalties and procedures for dealing with it. Ignorance is no excuse. To learn more about your responsibilities, please visit the [University's Academic Integrity web page](#) .

Students with Disabilities: Students with disabilities may request a reasonable accommodation. Office of Disability Services (ODS) registration should be completed before the provision of accommodations. Please contact ODS at 513-785-3211 to



request an intake appointment to complete registration and request accommodations. Students that have completed ODS registration are encouraged to meet with faculty during week 1 of class to discuss accommodation plans for the course