

Syllabus

Course Code: BUSI 251

Title: Global Business

Institute: Business and Social Science

Department: Business

Course Description: In this course, the student will study the nature, mechanics, and functional management aspects of international business and survey the economic, financial, and cultural environments in which it operates. NOTE: This course is offered only during the fall term.

Prerequisites: BUSI 105 (Introduction to Business) or permission of instructor.

Corequisites: None

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

Required Textbook/Materials:

Title: International Business, The Challenges of Globalization, 10th Edition

Author: John J. Wild & Kenneth L. Wild

Publisher: Pearson/Prentice Hall

Additional Time Requirements: For information on Brookdale's policy on credit hour requirements and outside-class student work, please refer to the [Academic Credit Hour Policy](#).

Additional Support/Labs:

See <https://www.brookdalecc.edu/academic-tutoring/>

Course Learning Outcomes:

Upon completion of this course, students will be able to:

- Demonstrate an understanding of business in different cultures, product differentiation, and the impact of geography on business practices.
- Develop an awareness of cultural sensitivity within the context of the contemporary and diverse global community by studying business practices in different international environments.
- Understand how managers deal with the different forces affecting international business.
- Identify and analyze historical and societal issues as they impact current and future trends, such as the emergence of European trading blocs and the international monetary system and the effect of the Internet on International business.

- Demonstrate the ability to take this information and think clearly, critically, and creatively to analyze data, identify solutions, make logical decisions to solve business globalization problems, and report their findings clearly and effectively in written and spoken form.

Course Content:

Unit 1: Global Business Environment

Students will examine the process of globalization and its influence on markets and production. They will be able to identify the forces influencing globalization and discuss elements of the globalization debate. They will be able to identify the key players in international business today, describe the global business environment, and identify its four main elements. Students will explore the main aspects of culture and show how they affect business policies and practices. They will examine how different types of political systems, legal systems, economic systems, and international relations affect business.

- Chapter 1 – Globalization
- Chapter 3 – Cross-Cultural Business
- Chapter 4 – Political, Economic, and Legal Systems
- Chapter 5 – Economic Development of Nations

Unit 2: International Trade and Investment

Students will be able to discuss the benefits and volume of international trade and explain why trade occurs. Students will understand the active role of national governments in international trade and how the global trading system promotes free trade. The student will be able to explain foreign direct investment (FDI) and why and how governments intervene in FDI activity. The student will understand why nations are moving more towards regional integration and describe some of the most prominent regional trading blocs in place today.

- Chapter 6 – International Trade Theory
- Chapter 7 – Governments and Trade
- Chapter 8 – Foreign Direct Investment
- Chapter 9 – Regional Economic Integration

Unit 3:

Students will understand the structure of the foreign exchange market and explain how it works. They will also understand the factors that help determine exchange rates. They will also be able to discuss the International Monetary System and explain how it operates. Students will understand how managers screen potential new markets and sites. They will gain a basic understanding of conducting market research and how to obtain the necessary information. The student will be able to explain the different entry modes companies use to “go international.”

- Chapter 10 – International Financial Markets
- Chapter 11 – International Monetary System
- Chapter 13 – Analyzing International Opportunities
- Chapter 14 – Selecting and Managing Entry Modes

Department Policies:

TESTING:

Exams and quizzes will be administered online and are tightly timed with randomized questions and answers. The Business Management Department has a NO RETEST POLICY. However, a student may make up one missed test if the instructor approves it. Attendance is required on the testing dates or at your instructor's discretion. A "0" will be recorded for tests missed on a testing day. An approved make-up test, if granted, is generally taken in the Testing Center with written permission from your instructor and may have a ten-point reduction at the instructor's discretion. Only one late excuse will be permitted per semester. The test must be taken no later than the time specified by the Instructor.

ATTENDANCE:

If a student accumulates more than three (3) absences, a student's final grade will be lowered by one grade level.

ACADEMIC INTEGRITY:

Any incidence of cheating will be fully processed following Brookdale Community College, [the Academic Integrity Code Regulation](#), as found in the student handbook.

BROOKDALE EMAIL/CANVAS LMS:

Students must check their Brookdale e-mail at least (3) times per week for communication from their instructor. The syllabus is subject to change per the instructor's rights. These changes will/may be communicated to you via e-mail or a Canvas announcement.

WIRELESS PHONE, TABLET, LAPTOP, OR OTHER ELECTRONICS USAGE:

Cell phones must be turned off or placed in a "silent" mode. Cell phone usage during the lecture, including conversations and text messaging, is strictly prohibited. If an emergency call or text is received, the student must leave the lecture. Portable computers may be utilized for notes and academics. Prohibited activities include emailing, shopping, instant messaging, web surfing, and social networking. Remediation may include being asked to leave the lecture or surrendering your device to a table or desk without access.

Grading Standard:

Unit Examinations (60%):

- Exams combine multiple-choice, true/false, short answers, and fill-in-the-blank (all or some formats may apply).

Term Project (20%):

- May consist of a scholarly report/paper using APA formatting and citations, demonstrating mastery of the course content. The term project will develop research and analytical skills as students investigate and draw conclusions regarding complex globalization situations utilizing various theoretical models.

Other Assignments (20%):

- Will consist of case studies, online quizzes/assignments, and additional assignments designated by your instructor. Case studies will develop students' research and analytical skills as they investigate and draw conclusions regarding complex globalization situations, comparing them with various theoretical models.

Grades will be assigned as follows:

93 – 100% = A
90 – 92% = A
87 – 89% = B+
83 – 86% = B
80 – 82% = B
76 – 79% = C+
70 – 75% = C
65 – 69% = D
64 – below = F

Requirements for a Grade of Incomplete:

- If you have completed 70% of your course requirements, you may be eligible for a grade of incomplete.
- Refer to the incomplete contract for specifics.
- You must obtain an incomplete application form and submit it to your course instructor for their approval on/or before the last class meeting date.

See Instructor's Addendum for specifics and deadline dates for tests, assignments, homework, case studies, quizzes, online assignments, and projects. All missed tests, assignments, and projects earn a grade of zero. Final grades will be computed by their respective weights.

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [student handbook](#) and [catalog](#).

Notification for Students with Disabilities:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Accessibility Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

Mental Health:

24/7/365 Resources:

- Monmouth Medical Center Psychiatric Emergency Services at **(732) 923-6999**
- 2nd Floor Youth Helpline – Available to talk with you about any problem, distress, or hardship you are experiencing. Call or text at **888-222-2228** or visit the website at <https://www.2ndfloor.org/>

Faculty Counselors:

- Students who need to make an appointment with a faculty counselor can do so by calling 732-224-1822 (non-emergency line) during business hours. Faculty counselors are licensed mental health professionals who can assist students and refer them to other mental health resources.

Diversity Statement:

Brookdale Community College fosters an environment of inclusion and belonging. We promote a safe and open culture, encourage dialogue respecting diverse perspectives informed by credible sources, and uphold the virtues of civil discourse. We celebrate all identities with the understanding that ultimately, diversity, equity, and inclusion cultivate belonging and make us a stronger Brookdale community.

**The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arise.*