

SYLLABUS

CODE: BUSI-251 TITLE: GLOBAL BUSINESS

Institute: BUSINESS & SOCIAL SCIENCE DEPARTMENT: BUSINESS

COURSE DESCRIPTION: In this course, the student will study the nature, mechanics and functional management aspects of international business. The student will also survey the economic, financial and cultural environments in which international business operates. NOTE: This course is offered only in the Fall Term.

PREREQUISITES: Introduction to Business (BUSI 105) or permission of

Professor COREQUISITES: None

CREDITS: 3 LECTURE HOURS: 3 LAB /STUDIO HOURS:0

REQUIREDTEXTBOOK/ MATERIALS:

TEXTBOOK: International Business, The Challenges of Globalization
AUTHOR: John J. Wild, & Kenneth L. Wild
PUBLISHER: Pearson/Prentice Hall, 2019[©]. 9th Edition

ADDITIONAL TIME REQUIREMENTS:

For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#).

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 be able to think clearly, critically and creatively to analyze information, identify solutions, make logical decisions and solve problems pertaining to the globalization of business and report their findings clearly and effectively in written and spoken form.

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GRADING STANDARD: (See Professor's addendum for specifics)

Exams & Projects

- Exams consist of three (3) multiple-choice, true/false, essay, and short answer (or combination) tests @ 20% each = 60%
- Projects & Oral Presentation= 20% See Professor's Addendum for Unit Project and oral presentation details. Projects consist of Research Analysis and Writing assignments followed by an oral presentation to communicate your findings.
- Homework assignments = 20%

Late and Missed Exams, Projects and Oral Presentations

Exams, projects and oral presentations are due by the date specified by your Professor. Ten points will be deducted for missed/late exams. Only ONE missed/late exam will be permitted. Make up for miss/late exams will be administered in the test center during the incomplete period unless otherwise arranged and approved by the Professor. All other missed exams and assignments will earn a grade of zero.

The maximum grade earned for a late assignment is 70 before adjustments for correctness, accuracy, and quality. Only ONE late assignment may be submitted and is due within one week/class period of the original due date. Late assignments are not accepted during the incomplete period.

Note: The above may be modified at the discretion of your Professor. See Professor's Addendum for information regarding deadline dates and points deduction when a deadline date is not met.

The grading scale for final grades is 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:

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

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COURSE CONTENT:

Unit 1: GLOBAL BUSINESS ENVIRONMENT

Chapters: 1. Globalization

2. Cross-Cultural Business
3. Politics, Economy and Ethics
4. Economic Development of Nations

Students will examine the process of globalization and its influence on markets and production. They will be able to identify the forces causing globalization to increase as well as 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 elements of culture and show how they affect business policies and practices. They will examine how different types of political systems, legal systems, ethics and social responsibility, and international relations affect business.

Unit 2: INTERNATIONAL TRADE AND INVESTMENT

Chapters: 5. International Trade Theory

6. Political Economy of Trade
7. Foreign Direct Investment
8. Regional Economic Integration

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.

Unit 3 THE INTERNATIONAL FINANCIAL SYSTEM

Chapters: 9. International Financial Markets

10. International Monetary System

Students will understand the structure of the foreign exchange market and explain how it works. The student will understand the factors that help determine exchange rates. They will also be able to discuss the International Monetary System and explain how it operates.

Unit 3 part II

INTERNATIONAL BUSINESS MANAGEMENT

Chapters: 12. Analyzing International Opportunities

13. Selecting and Managing Entry Modes

Students will understand how managers screen potential new market sites. They will understand the difficulties of conducting marketing research and how obtain the necessary information. The student will be able to explain the different entry modes companies use to “go international.”

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DEPARTMENT POLICIES:

Attendance and Late Policy for Students:

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

Academic Integrity:

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code, Section V, "Academic Integrity Code" as found in the student handbook.

The Business Management Department supports this regulation.

Brookdale e-mail/Website/Canvas

You are required to check your Brookdale e-mail at least (3) times per week for communication from your Professor. The Professor's Addendum is subject to change per the rights of the Professor. These changes may be communicated to you via e-mail or via the discussion boards on Canvas.

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:

- ◆ Brookdale's Academic IntegrityCode
- ◆ Student ConductCode
- ◆ Student Grade AppealProcess

Please refer to the [BCC STUDENT HANDBOOK](#) and [BCC 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 Disabilities Services Office at 732-224-2730 or 732-842- 4211 (TTY), 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.

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ADDITIONAL SUPPORT/LABS:

See the Tutoring Center for information <https://www.brookdalecc.edu/academic-tutoring/tutoring-center/>.

MENTAL HEALTH:

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

