

This syllabus constitutes the agreement between the instructor and student.

## **BUS 1801 Global Business Perspectives**

Nike, Caterpillar, Google – of course we recognize the names, but which of them are multinational organizations? Which markets are these companies in? Global Business Perspectives is your journey to understanding global business, including its advantages and challenges in today's international business arena. You'll learn to identify and explain the importance of formal and informal institutions while discussing global resources and capabilities. Then, you'll discover the importance of corporate social responsibility, the key components of international trade, foreign exchange, entering foreign markets, globalization, and more!

Surveys the functions and operations of business organizations in a global marketplace. Studies the structure, operation, financing, relationships and responsibilities of firms in context of current legal, social, regulatory and environmental issues. Requires critical thinking, communication, research, and individual and group problem-solving.

## **Required Materials and Textbook(s)**

### **Textbooks**

- **The World Is Flat**, Release 3.0. (2007). Friedman, Thomas L. New York, NY: Picador.
- **Print text or e-book: Global Business**, 4th (2015). Peng, Mike W. Mason, OH: South-Western Cengage Learning.

### **Supplemental Resources**

### **Class Articles**

We created a Global Business Perspectives research guide that will allow you to directly access articles and other research material contained in the Evans Library. The link for the research guide is: <http://libguides.lib.fit.edu/globalbusiness> (Links to an external site.). You will find the assigned articles (see the weekly Readings section of your syllabus) in the research guide.

### **Global Business Websites**

Below is a list of global business websites that you will find helpful when researching information for your international business paper and project. Also, you may find them helpful for work-related projects.

- *Global Business* publisher's website - [Click Here \(Links to an external site.\)](#)
- Michigan State University globalEDGE website - <http://globaledge.msu.edu> (Links to an external site.)
- CIA - The World Factbook - <https://www.cia.gov/library/publications/the-world-factbook/index.html> (Links to an external site.)
- United States Department of Commerce (country commercial guides and export information) - <http://www.commerce.gov> (Links to an external site.)
- *The Economist* magazine - <http://www.economist.com> (Links to an external site.)
- NASBITE - Certified Global Business Professional  
- <http://www.nasbite.org/?page=cgbpcredentia> (Links to an external site.)
- Global Competence Videos - 21<sup>st</sup> Century Imperative  
- <http://usglobalcompetence.org/videos> (Links to an external site.)
- iGlobe Video Library (\$10 fee) - [http://highered.mcgraw-hill.com/sites/0073292907/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073292907/information_center_view0/) (Links to an external site.)
- Academy of International Business - <http://aib.msu.edu> (Links to an external site.)
- *Journal of International Business Studies* - <http://www.palgrave-journals.com/jibs> (Links to an external site.)
- *The Wall Street Journal* - <http://online.wsj.com/home-page> (Links to an external site.)
- *Businessweek* magazine - <http://www.businessweek.com> (Links to an external site.)

## Academic Honesty

Academic honesty is highly valued in Florida Tech's online courses. The student must always submit work that represents original words or ideas. If any words or ideas are used that do not represent those original words or ideas, the student must cite all relevant sources and provide a clear definition of the extent to which such sources were used. Words or ideas that require citation include, but are not limited to all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. In the Florida Tech online course, all submissions to any public meeting bulletin board or private mailbox fall within the scope of words and ideas that require citations if used by someone other than the original author.

Academic dishonesty in an online learning environment could involve:

- Having a tutor or friend complete a portion of the student's assignments
- Having a reviewer make extensive revisions to an assignment
- Copying work submitted by another student to another public class meeting
- Using information from online information services without proper citation

Any of these practices could result in charges of academic dishonesty. For the complete Florida Tech policy on academic dishonesty, cheating and plagiarism see the Florida Tech Student Handbook: <http://www.fit.edu/studenthandbook/> (Links to an external site.)

## Attendance

Attendance is required on a weekly basis. Students are expected to view the online lectures in the week they are offered, and to log onto the site often enough to remain abreast of any communication in the Inbox/Discussion or Announcements tab from the Professor. It is the responsibility of the student to be aware of everything happening in the class online.

## Course Withdrawal

To withdraw prior to the start of class, you must contact your Bisk representative. Once class begins, you must withdraw using the Florida Tech's online student account system (PAWS). If you are a new student, PAWS access information will be provided prior to class start. You have the prerogative of dropping a course until the end of the first week of classes without receiving a grade of "W". After the first week, a grade of "W" will be assigned up until the final published date for withdrawing (the last day of week six). That grade will be reflected on your transcript, but not calculated into your grade point average. Withdrawals after week six will result in a grade of "F". You are responsible for maintaining written evidence of all drops/withdrawals. Telephone and e-mail drops/withdrawals will not be accepted. Following is a table that clearly outlines Florida Tech's withdrawal and refund policies:

|                                         |
|-----------------------------------------|
| <b>Withdrawal Policy / Refund Chart</b> |
|-----------------------------------------|

| Week | Withdrawal Permitted | Tuition Refunded          | Deadline                |
|------|----------------------|---------------------------|-------------------------|
| 1    | Yes                  | 100%                      | By Sunday 11:59 p.m. ET |
| 2    | Yes                  | 60%                       | By Sunday 11:59 p.m. ET |
| 3    | Yes                  | 40%                       | By Sunday 11:59 p.m. ET |
| 4    | Yes                  | No Refund                 | By Sunday 11:59 p.m. ET |
| 5    | Yes                  | No Refund                 | By Sunday 11:59 p.m. ET |
| 6    | Yes                  | No Refund                 | By Sunday 11:59 p.m. ET |
| 7    | No                   | No Refund - No Withdrawal |                         |
| 8    | No                   | No Refund - No Withdrawal |                         |

[PAWS \(Links to an external site.\)](#) is accessible through the university portal ACCESS Florida Tech.

## Students with Disabilities

**Academic Accommodations:** Florida Tech is committed to equal opportunity for persons with disabilities. Students with documented disabilities are entitled to reasonable educational accommodations. The Office of Disability Services (ODS) supports students by assisting with accommodations. It is the student's responsibility to make a [request \(Links to an external site.\)](#) before any accommodations can be approved or implemented. Students with approved accommodations are encouraged to discuss with the faculty member or program manager any questions or concerns relating to their accommodations. For more information, please contact [disabilityservices@fit.edu](mailto:disabilityservices@fit.edu) or visit <https://www.fit.edu/disability-services/> ([Links to an external site.](#)).

## Title IX

The University is committed to providing a safe and positive online learning experience.

Title IX of the Education Amendments of 1972 protects students from sex discrimination in education programs or activities receiving federal financial assistance. To learn more about Title IX, go to <http://www.fit.edu/title-ix/> (Links to an external site.)

To report a violation of sexual misconduct or gender discrimination, please contact Florida Tech's Title IX Coordinator at: 321-674-7277.

\*Please note: as your professor, I am required to report any incidents to the Title IX Coordinator. The University will make all reasonable efforts to ensure privacy and to protect the confidentiality of complainant to the extent provided under applicable law.

## **Disaster Statement**

### **School Closure**

Both Florida Tech and Bisk observe national holidays and students are not required to participate in classes on such days. In the case of an emergency closure of Florida Tech or Bisk, if classes are still able to operate, they will continue. In the rare case that the Learning Management System is unavailable for maintenance reasons, classes will resume as quickly as possible and students should check the Florida Tech Online website ([www.floridatechonline.com](http://www.floridatechonline.com) (Links to an external site.)) regularly for updates.

### **Natural Disaster**

If a natural disaster impacts the Melbourne, Florida area all students should check the University website [www.fit.edu](http://www.fit.edu) (Links to an external site.) or call (800) 888-4348 for updates.

In the event that a natural disaster occurs near the student's residence, they should contact Customer Service at: 1-800-280-9718 at the soonest opportunity and inform them of the situation. They will make the appropriate contact with instructors. Final decisions on the appropriate timeline to complete course requirements are at the discretion of the instructor.

## University Grading Scale

Your total point value will be transformed to a percentage. The grading scale is as follows:

| Grade | Quality                | Equivalent Range (%) | Points |
|-------|------------------------|----------------------|--------|
| A     | excellent              | 90-100               | 4      |
| B     | good                   | 80-89                | 3      |
| C     | average                | 70-79                | 2      |
| D     | poor                   | 60-69                | 1      |
| F     | failure                | 0-59                 | 0      |
| I     | incomplete course work |                      |        |
| AU    | audit - no grade       |                      |        |
| P     | pass, no effect on GPA |                      |        |
| W     | official withdrawal    |                      |        |

## Grading Policy

Your grade in this course will be based on our evaluation of your performance. We will base this evaluation on your demonstrated competence on the following assignments:

| Item             | Total Items in Syllabus | Points/Percentage Each | Total |
|------------------|-------------------------|------------------------|-------|
| Exams            | 4                       | 150                    | 600   |
| Discussion Board | 8                       | 18.75                  | 150   |

|                                       |   |     |              |
|---------------------------------------|---|-----|--------------|
| <b>International Business Project</b> | 1 | 100 | 100          |
| <b>International Business Paper</b>   | 1 | 150 | 150          |
| <b>Total</b>                          | 0 |     | <b>1,000</b> |

## Rubrics

### Discussion Board Rubric

| <b>18.75 (Excellent)</b>                                                    | <b>17-15 (Proficient)</b>                                                                    | <b>14-13 (Basic)</b>                                                | <b>12 or below (Below expectations)</b>                             |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|
| Posts are essentially free of grammatical errors                            | Posts have a few grammatical errors but they do not interfere with understanding the content | Obvious grammatical errors that interfere with content              | Obvious grammatical errors make the content difficult to understand |
| Posts are rich in content and uses outside information to support reasoning | Posts contain substantial insight and analysis                                               | Generally competent, but post lacks detail and analysis             | Superficial content that provides little to no insight or analysis  |
| All sources are properly cited in APA format                                | Uses academic source but there are some errors in APA formatting                             | Sources used are not reliable or academic and/or not cited properly | Sources are not used and worked is not cited.                       |

### How to Access Peer-Reviewed Articles

- Go to the FIT Library: <http://lib.fit.edu/> (Links to an external site.)
- Click on "A to Z Databases" and "A to Z Journals" (on left) for possible resources
- Suggested databases/journals for this class

## Weekly Activities

Below is a detailed breakdown of all activities you will have to complete during this course.

## Week 1: The World Is Flat - Influences Shaping Business in the Global

### Market

You'll start reading two books. One is Thomas Friedman's book, *The World is Flat*, and the other is *Global Business* by Peng. These books will allow you to see how the increasingly interconnected world can raise the poor from poverty, improve a worldwide middle class, and even spread democracy. You'll also explore the possible downsides associated with globalization, like outsourcing and job losses in developed countries.

**After completing this lesson, students should be able to:**

- Explain the concept of global business
- Discuss the importance of global business
- Explain globalization and grasp the pros and cons of globalization
- Describe the global economic pyramid concept
- Explain why Friedman believes the world is becoming flat
- Identify and explain the 10 forces that flattened the world

### Lecture

#### Course Introduction

Meet Tim Muth, international business expert and course developing faculty. You'll be introduced to important concepts and terms, like **globalization**, **outsourcing**, **trade deficits**, and **surpluses**. In addition, you will hear the expectations for the course.

#### Global Business Terms and Trends

How many countries are in the G20? What is BRIC? What is PIIGS? Get up to speed on all the global business terms and concepts, including the economic pyramid, and identify emerging countries and consumer trends.

## Globalization

The good, bad, and ugly of globalization. Dig into Thomas Friedman's provocative book, *The World Is Flat*, and learn about Globalization 1.0, 2.0, and 3.0. See how an order for a McDonald's hamburger in Missouri gets routed to a call center in Colorado Springs - a new kind of outsourcing!

## Reading

*Global Business* - Chapter 1 and PengAtlas, Part 1

*The World Is Flat* - Chapters 1 and 2

Article - "[The New Global Opportunity \(Links to an external site.\)](#)", *Fortune*, June 23, 2010

Article - "[The Global 500 2014 \(Links to an external site.\)](#)", *Fortune*, 2014

## Discussion

- Read the Chapter 1 Closing Case- Emerging Markets: Two Scenarios of the Global Economy in 2050
- Provide complete answers to Case Discussion Questions 1-3
- Comment on the answers of two (2) classmates
- Refer to the discussion board rubric for grading guidelines
- Due no later than **Sunday at 11:59 p.m. ET**

## Assignment

- *Global Business* Chapter 1
  - Review Key Terms, Review Questions 4, 5, 6, 10, and 12
  - Complete Critical Discussion Questions 1-3
- View the top 30 megacities of the world
  - <http://en.wikipedia.org/wiki/Megacity> (Links to an external site.)
- View "Did you Know 3.0 (official version)"
  - [http://www.youtube.com/watch?v=dMsNct4X\\_GU](http://www.youtube.com/watch?v=dMsNct4X_GU) (Links to an external site.)
- This is not a graded assignment. These tasks are designed to help you prepare for the exams in the course. Work through the tasks on your own and use the information to study for your exams.

## Week 2: The Global Business Game - The Players, Systems, and Politics

### of Global Business

How does international business work? First, you have to know the rules. Second, you have to understand the institutions - formal and informal.

**After completing this lesson, students should be able to:**

- Identify and explain the importance of formal institutions
- Identify and explain the importance of informal institutions
- Explain how institutions reduce uncertainty for businesses
- Discuss the factors that drive economic development
- Explain the importance of culture in a global business setting
- Discuss the five (5) cultural intelligence profiles
- Explain how you will use your knowledge of institutions to successfully operate in a global business situation

### Lecture

#### Formal Institutions

Political, legal, and economic systems are the formal institutions of a country. Now you'll see how these rules govern and impact business.

#### Informal Institutions - Culture and Cultural Intelligence

Are you the sensitive type? In business, being "sensitive" to the culture, ethics, and norms of a country is imperative to the success of that business.

### Reading

*Global Business* - Chapters 2 and 3

*The World Is Flat* - Chapter 2

### Discussion

- Read the Chapter 3 In Focus 3.1 Case – Marketing to Hispanics in the United States
- Discuss the importance of adapting your products to fit customer preferences
- Due no later than **Sunday at 11:59 p.m. ET**

## Assignment

- *Global Business* Chapter 2
  - Review Key Terms, Review Questions 2, 4, 7, 9, 10, 12, 13, and 18
  - Complete Critical Discussion Questions 3 and 4
- *Global Business* Chapter 3
  - Review Key Terms, Review Questions 5, 6, 7, 8, 9, and 12
  - Complete Critical Discussion Question 2
- Each student selects a topic for their international business paper. The paper will be due in Week 6. See the Guidelines and Expectations module for detailed instructions
- This is not a graded assignment. These tasks are designed to help you prepare for the exams in the course. Work through the tasks on your own and use the information to study for your exams

## Multiple Choice Exam

- Covers all the material assigned in Weeks 1 and 2
- Contains 25 multiple choice questions
- You will have 80 minutes to complete the exam
- Due no later than **Sunday at 11:59 p.m. ET**

## Essay Exam

- Covers Chapters 1-3
- Select 2 of the 6 questions to answer
- You will have 40 minutes to complete the exam
- Due by **Sunday at 11:59 p.m. ET**

## Megacities Exam

- Contains five questions, each asking you to select the correct city for the country
- Due by **Sunday at 11:59 p.m. ET**

## Week 3: Informal Institutions, Resources, Capabilities, Outsourcing, and

### Offshoring

This week, we continue talking about informal institutions, concluding with an in-depth discussion about ethics. We'll also take a look at the value chain and the many decisions managers must make when determining whether to take a global approach to their business.

**After completing this lesson, students should be able to:**

- Define resources and capabilities of global companies
- Explain the difference between tangible and intangible resources
- Define outsourcing, offshoring, captive sourcing, and inshoring
- Discuss the pros and cons of offshoring and outsourcing

### Lecture

#### Informal Institutions - Ethics

What's legal and what's ethical? This lecture will help you recognize and analyze the ethical dilemmas facing companies today.

#### Resources, Capabilities, Outsourcing, and Offshoring

How do companies become successful? You'll discover how resources, capabilities, outsourcing, and offshoring impact the bottom line.

### Reading

*Global Business* – Chapter 4, pages 96-104, Focus 4.2, and pages 108-113

*The World Is Flat* – Chapter 3

Article – "[Hyundai's Swift Growth Lifts Alabama Economy \(Links to an external site.\)](#)", *The New York Times*, February 18, 2011

### Discussion

- Read the Chapter 4 Closing Case – Emerging Markets: Natura Makes Brazil Look Beautiful
- Provide complete answers to Case Discussion Questions 1-3
- Comment on the answers of two (2) classmates
- Due no later than **Sunday at 11:59 p.m. ET**

## Assignment

- *Global Business* Chapter 4
  - Review Questions 1, 8, and 11
  - Complete Critical Discussion Question 1
- Video – “A Day Made of Glass...Made Possible by Corning”; Corning Glass YouTube video (a view of products of the future)
  - [http://www.youtube.com/watch?v=6Cf7IL\\_eZ38](http://www.youtube.com/watch?v=6Cf7IL_eZ38) (Links to an external site.)
- This is not a graded assignment. These tasks are designed to help you prepare for the exams in the course. Work through the tasks on your own and use the information to study for your exams

### Week 4: Profits or Social Responsibility - The Ongoing Debate

Like Google’s unspoken slogan, "Don’t Be Evil," today’s corporations must sometimes have to decide whether their shareholders' bottom line supersedes social responsibility. What’s your opinion?

#### After completing this lesson, students should be able to:

- Identify primary and secondary stakeholders and discuss their impact on a global business
- Explain global sustainability
- Debate the topic of corporate social responsibility and the responsibilities of a global business
- Explain the concept of triple bottom line

## Lecture

### Corporate Social Responsibility (CSR)

Who are the stakeholders in a company? We will discuss a company's financial, social, and environmental responsibilities.

## Reading

*Global Business* – Chapter 17 and PengAtlas 4

*The World Is Flat* – Chapter 4

Article – "[The Rise of Conscious Capitalism \(Links to an external site.\)](#)", *American Express*, April 8, 2014

## Discussion

- Discuss and debate the role of global businesses in your home and foreign countries. Is the sole purpose of a business to provide a return for their stockholders ("the business of business is business") or do businesses have a broader social, environmental, and financial purpose ("doing well by doing good")?
- Due no later than **Sunday at 11:59 p.m. ET**

## Assignment

- *Global Business* Chapter 17
  - Review Key Terms, Review Questions 1, 2, 3, 6, 10, and 12
  - Complete Critical Discussion Questions 3 and 4
- Video – Starbucks CSR YouTube video
  - <http://www.youtube.com/watch?v=Sy0SqnnADIE> (Links to an external site.)
- This is not a graded assignment. These tasks are designed to help you prepare for the exams in the course. Work through the tasks on your own and use the information to study for your exams

## Project

You will be assigned a team and country for the International Business Project, due in Week 8, by your instructor this week. See the Guidelines and Expectations module for detailed instructions.

## Multiple Choice Exams

- Covers all the material assigned in Weeks 3 and 4
- Contains 25 multiple choice questions

- You will have 80 minutes to complete the exam
- Due no later than **Sunday at 11:59 p.m. ET**

## Essay Exam

- Covers Chapters 4 and 17
- Select 2 of the 6 questions to answer
- You will have 40 minutes to complete the exam
- Due by **Sunday at 11:59 p.m. ET**

## Megacities Exam

- Contains five questions, each asking you to select the correct city for the country
- Due by **Sunday at 11:59 p.m. ET**

### Week 5: International Trade - Who, What, and Why

This week, we'll explore why nations, companies, and people trade. You'll also define the key trading terms and explore the China vs. U.S. trade debate.

### After completing this lesson, students should be able to:

- Explain the reasons nations trade
- Define import and export
- Compare the classical and modern trade theories
- Define and discuss the different types of trade barriers
- Discuss the pros and cons of free trade
- Debate the U.S. vs. China trade deficit

## Lecture

### International Trade

Should home markets be protected, or should trade flow freely between countries? Explore the pros and cons.

### Free Trade

Identify the arguments for and against free trade.

## Theories of International Trade

Explore classical and modern trade theories and how these theories are shaping today's business.

## The Untouchables (The World Is Flat - Chapter 6)

Discover how jobs go to the best, smartest, least expensive, and most productive worker.

## Reading

*Global Business* - Chapter 5

*The World Is Flat* - Chapters 5 and 6

Article - "[In Nigeria, Used Cars Are a Road to Status \(Links to an external site.\)](#)", *The Wall Street Journal*, January 18, 2011

## Discussion

- Each student must submit a current article discussing the U.S. vs. China trade deficit issue. The student must submit an original post discussing his/her personal views on this issue and provide recommendations on how he/she would address this issue
- Due no later than **Sunday at 11:59 p.m. ET**

## Assignment

- *Global Business* Chapter 5
  - Review Key Terms, Review Questions 2-11
  - Complete Critical Discussion Questions 1, 3, and 4
- This is not a graded assignment. These tasks are designed to help you prepare for the exams in the course. Work through the tasks on your own and use the information to study for your exams

## **Week 6: Foreign Direct Investment - Companies Put Their Money**

### **Where...Their Country Is**

Kentucky Fried Chicken in Egypt, Starbucks in China – foreign direct investment (FDI) in other countries can be a tricky business. We will explore the challenging decisions facing international managers when assessing the cost and benefits of engaging in FDI.

**After completing this lesson, students should be able to:**

- Define FDI and explain why global companies engage in FDI
- Identify the factors affecting foreign exchange rates
- Explain purchasing power parity and interpret the Big Mac index
- Calculate exchange rates
- Debate a weak U.S. dollar vs. a strong U.S. dollar and explain how this affects different parties

### **Lecture**

#### **Foreign Direct Investment (FDI)**

How do companies expand into other countries? Answer: Via horizontal and vertical foreign direct investment.

#### **The Right Stuff (The World Is Flat - Chapter 7)**

Welcome to a whole new world of “The Right Stuff” – the new technological world and global marketplace.

#### **Foreign Exchange**

The yen, lira, rupee, pound, and yuan – why does every country have a different monetary currency?

#### **International Monetary Fund**

Explore the IMF and how it relates to international business.

## Reading

*Global Business* – Chapter 6, pages 180–189; Chapter 7; and PengAtlas, Part 2

*The World Is Flat* – Chapter 7

Article – "[Wal-Mart Bids \\$4.6 Billion for South Africa's Massmart \(Links to an external site.\)](#)", *The Wall Street Journal*, September 28, 2010

Article – "[The Big Mac Index \(Links to an external site.\)](#)", *The Economist*, July 28, 2011

## Discussion

- Read the Chapter 7 Opening and Closing Cases
- Discuss the major issues raised in these cases. Reference a current article pertaining to this topic
- Due no later than **Sunday at 11:59 p.m. ET**

## Assignment

- *Global Business* Chapter 6
  - Review Questions 1, 3, 15, and 16
- *Global Business* Chapter 7
  - Review Key Terms, Review Questions 4–7 and 9–12
  - Complete Critical Discussion Questions 1 and 4
- Video: watch Thomas Friedman's 2005 lecture at MIT
  - <http://video.mit.edu/watch/the-world-is-flat-9145/> (Links to an external site.)
- This is not a graded assignment. These tasks are designed to help you prepare for the exams in the course. Work through the tasks on your own and use the information to study for your exams

## Paper

- Each student will write a short paper (three to five pages), selecting a topic of interest to you and relating it to the global business environment. Be creative, and use your imagination when selecting a topic. Select a topic which fascinates you, and find creative ways to relate it to the global marketplace
- The paper must be three to five pages; double spaced; 12-point font

- Assume this is a short report you are preparing for the CEO of your company. Be clear, concise, and direct. Include enough detail to demonstrate what you learned about your topic area
- We are most interested in the quality of your thinking, your ability to research a topic, and ability to express yourself in writing
- The purpose of this learning experience is to encourage you to learn more about a specific topic, demonstrate your global business acumen, communicate this information, and have fun in the process
- Cover the following areas in your paper:
  - Reasons for selecting this topic
  - Based upon your research, what new things did you learn about this topic
  - Share the three (3) most unexpected facts you learned about this topic
  - Discuss any controversial issues related to your topic
  - Write a conclusion – forecast five (5) years into the future and give your predictions about what items will affect your topic area and what your topic area will look like
  - List the sources you used for your research

**Each student must submit his/her international business paper - due no later than Sunday at 11:59 p.m. ET.**

Submit your assignment to Turnitin.

## **Plagiarism**

You are expected to write primarily in your own voice, using paraphrase, summary, and synthesis techniques when integrating information from class and outside sources. Use an author's exact words only when the language is especially vivid, unique, or needed for technical accuracy. Failure to do so may result in charges of Academic Dishonesty.

Overusing an author's exact words, such as including block quotations to meet word counts, may lead your readers to conclude that you lack appropriate comprehension of the subject matter or that you are neither an original thinker nor a skillful writer.

## **Multiple Choice Exam**

- Covers all the material assigned in Weeks 5 and 6
- Contains 25 multiple choice questions

- You will have 80 minutes to complete the exam
- Due no later than **Sunday at 11:59 p.m. ET**

## Essay Exam

- Covers Chapters 5 and 7
- Select 2 of the 6 questions to answer
- You will have 40 minutes to complete the exam
- Due by **Sunday at 11:59 p.m. ET**

## Megacities Exam

- Contains five questions, each asking you to select the correct city for the country
- Due by **Sunday at 11:59 p.m. ET**

## Week 7: Free Trade - A Powerful Way to Help Facilitate Economic

### Integration

This week, we begin to identify certain organizations impacting global business and some of the regional affiliations that have formed among countries all over the world. Then, we will explore the reasons behind regional integration and the challenges that managers face when doing business in these regions.

### After completing this lesson, students should be able to:

- Explain global and regional economic integration
- Discuss the advantages and disadvantages of each
- Discuss the role of the WTO
- Explain the importance of the Doha round of negotiations
- Name and describe the various regional economic integration efforts in North America, South America, Europe, and Asia
- Explain the liability of foreignness
- Discuss the equity and non-equity modes of entering a foreign market

## Lecture

### Global Economic Integration

How do you bring down the walls and barriers to investment around the world?  
Discover how global economic integration is taking place.

## **Regional Economic Integration**

Explore how trade and investment barriers are broken down within one geographic region and what the benefits and criticisms are when compared to multilateral agreements.

## **Entering Foreign Markets**

Determine why, where, and how companies enter foreign markets.

## **How Companies Cope (The World Is Flat - Chapter 11)**

Smartphones, Google, Facebook, and medical wonders - being prepared to succeed in a new "flat" world.

## **Reading**

*Global Business* - Chapter 8

*Global Business* - Chapter 10, pages 318-325 and 327-334

*Global Business* - review PengAtlas 3

*The World Is Flat* - Chapter 9, pages 394-400

*The World Is Flat* - Chapter 11, Rules #1-9

Article - "[The Globe: Cracking the Next Growth Market: Africa \(Links to an external site.\)](#)", *Harvard Business Review*, May 2011

## **Discussion**

- Read the Chapter 10 Closing Case - Emerging Markets: Mickey Goes to Shanghai
- Review Case Discussion Questions 1-4

- Due no later than **Sunday at 11:59 p.m. ET**

## Assignment

- *Global Business* Chapter 8
  - Review Key Terms, Review Questions 4, 5, 7, and 8-10
  - Complete Critical Discussion Questions 2 and 3
- *Global Business* Chapter 10
  - Review Questions 1, 4, 7, 8, and 10
  - Complete Critical Discussion Question 3
- Video – Common Agricultural Policy in Europe – Pros and Cons – YouTube  
– <http://www.youtube.com/watch?v=mCSaITfx84k> (Links to an external site.)
- This is not a graded assignment. These tasks are designed to help you prepare for the exams in the course. Work through the tasks on your own and use the information to study for your exams

### Week 8: Global Marketing – The BIG Picture

In the final lesson, we'll be covering marketing, human resources, Friedman's Golden Arches Theory of Conflict Prevention, and more.

#### After completing this lesson, students should be able to:

- Explain how the marketing concepts are used in an international marketplace
- Identify the dos and don'ts to avoid international marketing blunders
- Identify and describe the three (3) primary approaches to staffing for a global business
- Explain the role of an expatriate
- Identify ways to avoid international human resource blunders

## Lecture

### Global Marketing

Identify the 4 Ps, dos and don'ts, and blunders of global marketing.

### Global Human Resources

Staffing companies outside your own country – the ethnocentric and polycentric approach.

## **Dog's Hearing and Peace (The World Is Flat - Chapters 14 and 16)**

Explore Friedman's recommendations for coping in the digital age.

### **Reading**

*Global Business* – Chapter 14, pages 457-464 and 473-476

*Global Business* – Chapter 15, pages 484-486, and pages 500-501

*The World Is Flat* – Chapter 14; Chapter 16, pages 580-595; and Chapter 17, pages 607-613, 619-622, 629-630, and 634-635

Article – "[Forbes list of 50 world's most valuable brands \(Links to an external site.\)](#)", *Forbes*, August 2011

Article – "[Measuring the Human Cost of an iPad Made in China \(Links to an external site.\)](#)", *The Wall Street Journal*, June 3, 2011

### **Discussion**

- How will you use what you learned about global business in this course to further your professional career?
- Due no later than **Sunday at 11:59 p.m. ET**

### **Assignment**

- *Global Business* Chapter 14
  - Review Questions 6 and 13
  - Complete Critical Discussion Question 2
- *Global Business* Chapter 15
  - Review Key Terms and Review Questions 1, 14, and 15
- Video – watch a few of the product videos on Zara's website
- This is not a graded assignment. These tasks are designed to help you prepare for the exams in the course. Work through the tasks on your own and use the information to study for your exams

## Project

Each team will be assigned a country in Week 4 and will prepare a 10- to 12-slide PowerPoint presentation. The complete instructions are listed below.

### I. Country Assignments

- a. Team #1 - Brazil
- b. Team #2 - Russia
- c. Team #3 - Kenya
- d. Team #4 - Malaysia
- e. Team #5 - Japan
- f. Team #6 - Saudi Arabia
- g. Team #7 - Indonesia
- h. Team #8 - South Africa
- i. Team #9 - Turkey
- j. Team #10 - India
- k. Team #11 - Germany

### II. Team Assignment

- a. 10 minutes; 10- to 12-slide PowerPoint presentation
- b. Work with your assigned team members
- c. Address the topics listed in sections III and IV below
- d. Be informative and educational
- e. Have fun and be creative
- f. There is no team paper

### III. Project Topics (six to seven slides)

- a. Culture
- b. Religion
- c. Language
- d. Traditions
- e. Food
- f. Dress/clothes
- g. History
- h. People (nationality)
- i. Government

- j. Major holidays
- k. Geography (major cities)
- l. Industry/economic system (major business sectors)
- m. Over the next 20 years, what are three (3) major growth opportunities for your country?
- n. Over the next 20 years, what are three (3) major challenges facing your country?
- o. Summary – mention three (3) interesting facts you learned about your country

#### IV. Demographics (four to five slides)

- a. In this section, you will look at the population, age, and income patterns of your country
- b. Current year: What are the current population, age distribution, and income levels of your country?
- c. Twenty years in the future: What are the estimated population, age distribution, and income levels of your country?
- d. Discuss four (4) conclusions on how population, age, and income trends will affect the development of your country over the next 20 years

**Each team submits their international business project - due no later than Sunday at 11:59 p.m. ET.**

Submit your assignment to Turnitin.

#### **Plagiarism**

You are expected to write primarily in your own voice, using paraphrase, summary, and synthesis techniques when integrating information from class and outside sources. Use an author's exact words only when the language is especially vivid, unique, or needed for technical accuracy. Failure to do so may result in charges of Academic Dishonesty.

Overusing an author's exact words, such as including block quotations to meet word counts, may lead your readers to conclude that you lack appropriate comprehension of the subject matter or that you are neither an original thinker nor a skillful writer.

#### **Multiple Choice Exam**

- Covers all the material assigned in Weeks 7 and 8
- Contains 25 multiple choice questions
- You will have 80 minutes to complete the exam
- Due no later than **Sunday at 11:59 p.m. ET**

### Essay Exam

- Covers Chapters 8, 10, 14, and 15
- Select 2 of the 6 questions to answer
- You will have 40 minutes to complete the exam
- Due by **Sunday at 11:59 p.m. ET**

### Megacities Exam

- Contains five questions, each asking you to select the correct city for the country
- Due by **Sunday at 11:59 p.m. ET**