

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 303

INTERNATIONAL BUSINESS

COURSE DESCRIPTION

An introduction to the field of international business. Topics to be covered include: country differences in political economy and culture; cross-border trade and investment; the global monetary system; global strategy; global market; and product development; global operations management; and global human resources management.

RATIONALE

The globalization of business brings new opportunities and threats to governments, firms, and individuals. The challenge is to compete successfully in the global marketplace as it exists today and develops tomorrow. Thus, the prime objective of this course is to equip the student with the knowledge, skills, and attitudes to function in this ever-changing global environment from a Christian worldview.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Examine the process of business globalization.
- B. Apply the concepts of culture to the international business setting.
- C. Discuss the political and economic environments of international trade.

- D. Identify the practical application of international trade and investment theory.
- E. Analyze the relationship between global financial markets and monetary systems.
- F. Compare and contrast regional economic integration agreements.
- G. Evaluate the various methods of global market entry.
- H. Discuss global operations management.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. LearnSmart Assignment (11)

Students will access the SmartBook and LearnSmart assignments for each chapter for each module and complete the online interactive, adaptive study questions. This assignment assesses the student's proficiency and knowledge of the Chapters within the course. LearnSmart assignments are completed in Modules 1 through 8.

- D. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, for Modules/Weeks 1, 3, 5, and 7, the student will be required to post a thread of least 200 words to the appropriate Discussion Board Forum responding to the module/week's discussion activity, complete with page references and specific documentation. The thread will consist of: a definition of the key term chosen (this does not count in the 200-word minimum requirement), a summary of the article selected, a discussion of how the article relates to the selected chapter key term, and the complete citation in current APA format of each of the 3 articles read (this does not count in the 200-word minimum requirement). Correct use of English and grammar will be required.

Additionally, in Modules/Weeks 2, 4, 6, and 8, the student will be required to post substantive written replies to at least 2 other classmates' discussion board threads from the previous module/week.

- E. Faith and Integration Forums (4)

The student will participate in 4 Faith and Integration Forums in the discussion board. The student will be writing a thread of 200–250 words integrating his/her faith and the business world. In the following module/week, the student will reply in 100 words to at least 2 classmates' in an academic and spiritual manner.

- F. Quizzes (4)

The student will complete 4 quizzes consisting of 40 multiple-choice. The quizzes are open-book/open-notes and will have a 60-minute time limit.

G. Exams (2)

The student will complete 2 exams. Each exam will cover information that is taught in the assigned module/week, as well as the previous modules/weeks. Each exam will be open-book/open-notes, contain 94 questions, and have a 140-minute time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
LearnSmart Assignments (10 at 1 pts ea./ 1 at 2 pts)	12
Discussion Board Forums	
Threads (4 at 50 pts ea.)	200
Replies (4 at 50 pts ea.)	200
Faith and Integration Forums	
Threads (4 at 10 pts ea.)	40
Replies (4 at 10 pts ea.)	40
Quizzes (4 at 80 pts ea.)	320
Exams (2 at 94 pts ea.)	188
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact the LU Online Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport

COURSE SCHEDULE

BUSI 303

Textbook: Hill, *Global Business Today* (10e).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Hill: chs. 1 & 4 4 presentations	Course Requirements Checklist Class Introductions LearnSmart Chapter 1 DB Forum 1 Thread Faith and Integration Forum 1 Thread	10 0 1 50 10
2	Review Hill: chs. 1 & 4 2 presentations	LearnSmart Chapter 4 DB Forum 1 Replies Faith and Integration Forum 1 Replies Quiz 1	1 50 10 80
3	Hill: chs. 2, 6, & 7 2 presentations 1 website	LearnSmart Chapter 2 LearnSmart Chapter 7 DB Forum 2 Thread Faith and Integration Forum 2 Thread	1 1 50 10
4	Review Hill: chs. 2, 6, & 7	LearnSmart Chapter 6 DB Forum 2 Replies Faith and Integration Forum 2 Replies Quiz 2 Exam 1	1 50 10 80 94
5	Hill: chs. 9, 10, & 11 2 presentations	LearnSmart Chapter 10 LearnSmart Chapter 11 DB Forum 3 Thread Faith and Integration Forum 3 Thread	1 1 50 10
6	Review Hill: chs. 9, 10, & 11 5 presentations	LearnSmart Chapter 9 DB Forum 3 Replies Faith and Integration Forum 3 Replies Quiz 3	2 50 10 80
7	Hill: chs. 13, 14, & 15 3 presentations	LearnSmart Chapter 13 LearnSmart Chapter 14 DB Forum 4 Thread Faith and Integration Forum 4 Thread	1 1 50 10

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
8	Review Hill: chs. 13, 14, & 15 1 presentation 1 website	LearnSmart Chapter 15 DB Forum 4 Replies Faith and Integration Forum 4 Replies Quiz 4 Exam 2	1 50 10 80 94
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.