

**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***

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### **BUSI 365**

#### **GLOBAL INDUSTRIES AND OPERATIONS**

#### **COURSE DESCRIPTION**

An introduction to the organizational and operational dynamics of the various global industries and their rapidly growing importance to the world's national economics and governments. Various aspects of the industries will be explored.

#### **RATIONALE**

Every student of international business must be able to identify the key industry drivers of globalization, discuss the functions of global operations, and describe various industries in terms of their structure, characteristics, and issues. This course provides instruction in each of these three critical skill areas. Thus, the prime objective of this course is to guide the learner through a process by which they can build and improve these skills.

#### **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
- E. Access the free site globalEDGE™ and register at <http://globaledge.msu.edu>

*Created by the International Business Center at Michigan State University, globalEDGE™ is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities. Partially funded by a U.S. Department of Education Title VI B grant, globalEDGE&trade is your source for global business knowledge.*

**IV. MEASURABLE LEARNING OUTCOMES**

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

- A. Identify the key industry drivers of globalization.
- B. Discuss the global operations function specific to the internationalization process of the firm to include multinational logistics, global marketing, organizational structure of multinational organizations, global entrepreneurship, and legal aspects.
- C. Evaluate key global industries, to include dominant participants, primary markets, and unique operational structure challenges.
- D. Integrate biblical principles within the field of global operations.

**V. COURSE REQUIREMENTS AND ASSIGNMENTS**

- A. Access the following globalEDGE™ learning modules: key industry drivers of globalization, multinational logistics, global marketing, multinational sourcing, and organizational structure of multinational organizations, industry profiles.

- B. Course Requirements Checklist

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

- C. Group Discussion Board Forums (8)

Each group will research and post answers to the assigned discussion questions. The threads are due by 11:59 p.m. (ET) on Friday, and the replies are due by 11:59 p.m. (ET) on Monday. Threads should be at least 150 words, and replies should be at least 100 words. In Module/Week 8, threads are due by the end of the day Thursday and replies are due by the end of the day Friday.

- D. Global Industry Project

Each student will research resources available for the investigation of a global industry and its operations, especially the structure, characteristics, and issues. The paper will conclude with how the Christian manager, working in the global arena, can be “in the world but not of it.” The project will require 10 pages and 10 references. This assignment is due by 11.59 p.m. (ET) on Friday of Module/Week 8.

**VI. COURSE GRADING AND POLICIES**

- A. Points

Course Requirements Checklist	10
Group Discussion Board Forums (8 at 100 pts)	800
Global Industry Project	200
<b>Total</b>	<b>1010</b>

- 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 LU Online's Office of Disability Academic Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

Textbook update for Syllabus for Course Guide

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

## ***COURSE SCHEDULE***

### **BUSI 365**

Learning Materials: <http://globaledge.msu.edu>

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Study the globalEDGE™ learning module: key industry drivers of globalization	Course Requirements Checklist Class Introductions Group Discussion Board Forum 1	10 0 100
<b>2</b>	Study the globalEDGE™ learning module: multinational logistics	Group Discussion Board Forum 2	100
<b>3</b>	Study the globalEDGE™ learning module: global marketing	Group Discussion Board Forum 3	100
<b>4</b>	Study the globalEDGE™ learning module: multinational sourcing	Group Discussion Board Forum 4	100
<b>5</b>	Study the globalEDGE™ learning module: organizational structure of multinational organizations	Group Discussion Board Forum 5	100
<b>6</b>	Study the assigned globalEDGE™ industry profiles.	Group Discussion Board Forum 6	100
<b>7</b>	Study the assigned globalEDGE™ industry profiles.	Group Discussion Board Forum 7	100
<b>8</b>	Study the assigned globalEDGE™ industry profiles.	Group Discussion Board Forum 8 Global Industry Project	100 200
<b>TOTAL</b>			<b>1010</b>

**NOTE:** Each course week (except 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 week ends at 11:59 p.m. (ET) on Friday.