

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 464

INTERNATIONAL MARKET INTEGRATION AND TRADE AGREEMENTS

COURSE DESCRIPTION

This course examines market and economic integration among countries, including the European Union, the North American Free Trade Agreement, Asia-Pacific Economic Cooperation, Association of Southeast Asian Nations and others. Major emerging market economies will also be surveyed, along with the challenges and opportunities these present to the international business firm.

RATIONALE

The core of international business is in trade between nations which occurs at all levels ranging from national governments, corporations, and small businesses to individuals. In order for the student of international business to prepare to engage in trade at any level, an understanding of the elements that facilitate or impede imports and exports is needed. These elements include the requirements and restrictions imposed by international organizations as well as integrated markets created by trade blocs, trade unions, agreements, treaties, customs, and other regulations.

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. Identify the geographical location of the nations involved in the various trade blocs, unions, and agreements. (Program Learning Outcome 4, Introduced).

- B. Describe the various types of economic integration among countries, along with related costs and benefits. (Program Learning Outcome 4, Emphasized and Reinforced).
- C. Analyze and evaluate market integration developments around the world. (Program Learning Outcome 1, 2 and 3; Introduced and Emphasized).
- D. Explore the opportunities for trade presented by various integrated markets as well as emerging market economies. (Program Learning Outcome 1, 2 and 3; Introduced and Emphasized).
- E. Integrate biblical principles within the field of international trade. (Program Learning Outcome 1, Emphasized).

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations
- B. Course Requirements Checklist
After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (7)
The student is required to provide a thread in response to the provided prompt for each forum. Each thread must be 400 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be 200 words.
- D. International Markets Integration and Social Issues Essays (2)
The student will complete two 3–4-page International Markets Integration and Social Issues Essay papers. The student will select 1 country and discuss 1 of its regional trade agreements and the social issues that are prevalent due to the agreement. The essays should take the student on a journey to discover how the people of the selected nation are affected by the agreements that their government has made.
- E. Research Paper
The student will write a 10–15-page research-based paper in current APA format that focuses on the various regional trade agreements around the world and the process for joining them. The paper must include at least 6–8 references in addition to the course textbooks and the Bible.

The student will be required to submit an annotated bibliography and outline. These assignments will culminate into the final paper.

VI. COURSE GRADING AND POLICIES**A. Points**

| | |
|--|-------------|
| Course Requirements Checklist | 10 |
| Discussion Board Forums (7 at 75 pts ea) | 525 |
| International Markets Integration and Social Issues Essays (2 at 100 pts ea) | 200 |
| Research Paper: Annotated Bibliography | 25 |
| Research Paper: Outline | 50 |
| Research Paper: Final | 200 |
| 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 Liberty University Online's 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 464

Textbook: Lynch, *Trade and Globalization* (2010).

| MODULE/ WEEK | READING & STUDY | ASSIGNMENTS | POINTS |
|-------------------------|--|---|---------------|
| 1 | Lynch: ch. 1 1 presentation 4 websites | Course Requirements Checklist | 10 |
| | | Class Introductions | 0 |
| | | DB Forum 1 | 75 |
| 2 | Lynch: ch. 2 1 presentation 6 websites | DB Forum 2 | 75 |
| | | Int'l Markets Integration and Social Issues Essay 1 | 100 |
| 3 | Lynch: ch. 3 1 presentation 4 websites | DB Forum 3 | 75 |
| | | Research Paper: Annotated Bibliography | 25 |
| 4 | Lynch: ch. 4 1 presentation 3 websites | DB Forum 4 | 75 |
| 5 | Lynch: ch. 5 1 presentation 3 websites | DB Forum 5 | 75 |
| | | Research Paper: Outline | 50 |
| 6 | Lynch: ch. 6 1 presentation 3 websites | DB Forum 6 | 75 |
| | | Int'l Markets Integration and Social Issues Essay 2 | 100 |
| 7 | Lynch: ch. 7 1 presentation 4 websites | DB Forum 7 | 75 |
| 8 | Lynch: ch. 8 1 presentation 3 websites | Research Paper: Final | 200 |
| 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.