

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 604

INTERNATIONAL BUSINESS

COURSE DESCRIPTION

The purpose of the course is to prepare managers to compete successfully in the global economy. The rapidly changing economic, political, technological and cultural environments will be studied as a foundation for understanding how to compete in differing environments, utilizing the resources available to the enterprise in managing the various functional areas of business.

RATIONALE

Global interdependence among nations of the world is a reality. Trade barriers between nations have fallen, and trade blocs are rapidly forming as world leaders realize that there is more to be gained by collaborating with each other than by remaining economically isolated. Multinational corporations are adopting a major role in this accelerating regional and global economic integration. The management of a company having international operations differs in many important ways from that of a company whose operations are confined to one nation. A major emphasis of this course will be to demonstrate how management activities in a global enterprise differ from those in a purely domestic firm.

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. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Summarize the concept of globalization as it applies to contemporary businesses.
- B. Justify the importance of culture to managers within the international business setting.

- C. Critique the major aspects regarding the political, cultural, and economic environments of international trade.
- D. Assess the various theories of international trade and investment.
- E. Analyze the relationship between global financial markets and monetary systems.
- F. Integrate biblical principles within the field of international business.

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. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student will complete 4 discussion board forums over the duration of this course. Each discussion board will consist of 3 parts. In Part 1, the student will reserve a key term to write the thread; in Part 2, the student will review a minimum of 5 recent scholarly articles, choose 1, and write a thread of a minimum of 800 words using the template outlined in the instructions document; and in Part 3, the student will reply to a minimum of 3 other classmates' threads.

- D. Worldview Assessment

This assessment is designed as a tool to assess the student's understanding of a worldview and more specifically a Christian worldview. This assessment is open-book/open-notes, contains 5 multiple-choice and 1 essay question, and does not have a time limit.

- E. Global Business Cultural Analysis

The student will write an academic-oriented research-based paper that has a minimum of 24 pages academic content, in current APA format, and focuses on analyzing the cultural perspectives of doing business in another nation. The paper must include a minimum of 24 valid and reliable academic and/or professional references (i.e., not blogs, Wikipedia, newspapers, etc.).

- F. Tests (2)

The student will complete 2 tests over the duration of this course. Each test will cover the Reading & Study material for the modules/weeks prior to the test. Each test will be open-book/open-notes, contain 50 items, and have a 1-hour time limit.

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

Course Requirements Checklist	10
Discussion Board Forums (4 total)	400
Worldview Assessment	20
Global Business Cultural Analysis	280
Tests (2 total))	300
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

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 604

Textbook: Satterlee, *Cross Border Commerce* (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Satterlee: chs. 1–2 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1 – Part 1	10 0 **
2	Satterlee: chs. 1–2 1 presentation	DB Forum 1 – Parts 2–3	100
3	Satterlee: chs. 3–4 1 presentation	DB Forum 2 – Part 1 Worldview Assessment	** 20
4	Satterlee: chs. 3–4 1 presentation	DB Forum 2 – Parts 2–3 Test 1	100 150
5	Satterlee: chs. 5–6 1 presentation	DB Forum 3 – Part 1	**
6	Satterlee: chs. 5–6 1 presentation	DB Forum 3 – Parts 2–3	100
7	Satterlee: chs. 7–8 1 presentation	DB Forum 4 – Part 1	**
8	Satterlee: chs. 7–8 1 presentation	DB Forum 4 – Parts 2–3 Global Business Cultural Analysis Test 2	100 280 150
TOTAL			1010

DB = Discussion Board

**DB assignments consist of 3 integrated parts. All 3 parts must be completed by the due dates to earn credit. If only 1 or 2 parts are completed, no credit will be earned for the DB Forum. Credit will be awarded at the end of each DB Forum for the corresponding module/week.

NOTE: Module/Week 1 begins on Monday at 12:00 a.m. (ET) and ends Friday night at 11:59 p.m. (ET).
Modules/Weeks 2–8 begin on Saturday morning at 12:00 a.m. (ET) and end on Friday night at 11:59 p.m. (ET).