

**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 607**

#### **DEVELOPING GLOBAL MARKETS**

#### **COURSE DESCRIPTION**

This course provides an organizational analysis framework within which a firm's market-based global operations can be analyzed, understood, and undertaken. Particular focus will be placed on international competitive strategy, the assessment of global markets, modes of entry, workforce planning and development, and global operations and supply chain management.

#### **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 playing a major role in this accelerating regional and global economic integration. A major emphasis of this course will be to research and discuss the nature of international competitive strategy; assessing and analyzing markets, import and export practices, organizational design and control, resource management (human and financial), and global operations and supply chain management.

#### **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 Word, Microsoft Excel, and Microsoft PowerPoint  
(Microsoft Office is available at a special discount to Liberty University students.)

#### **IV. MEASURABLE LEARNING OUTCOMES**

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

- A. Assess global markets and modes of entry into those markets.
- B. Critique human resource management practices across the globe.
- C. Determine strategy-appropriate exporting and importing practices.
- D. Develop plans for marketing internationally.

- E. Evaluate global operations and supply chain management practices.
- F. Evaluate the dimensions of international competitive strategy.
- G. Formulate organizational design and control schemata.
- H. Integrate a biblical worldview within the context of global markets.

## V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture 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 (4)  
The student will be required to research a “Key Concept” from the text, write a report of at least 500 words on that concept—complete with page references and citations—and post it as a thread to the Discussion Board Forum. The student will be required to post a substantive reply of at least 200 words to 3 other classmates’ threads for weeks 2-6 and 8. No replies are required for weeks 1 and 7.
- D. Business and Missions Paper  
The student will write a 6-page paper in current APA format that focuses on the Eldred text’s key points about using business to promote Christianity and Christian values in places where it is difficult to do so because of cultural, legal, or other restrictions.
- E. Marketing Plan Paper: Outline  
The student will complete a country specific outline for the Marketing Paper. The outline should be at least 2 pages, include at least 3 headings with appropriate subheadings, and follow current APA format.
- F. Marketing Plan Paper: Final  
The student will write a 16-page research-based paper in current APA format, which will focus on an international marketing plan that describes how a new product or service will be introduced into a foreign country. The paper must include at least 8 scholarly references in addition to the course textbooks and the Bible.

## VI. COURSE GRADING AND POLICIES

A.	Points	
	Course Requirements Checklist	10
	Discussion Board Forums	560
	Business and Missions Paper	100
	Marketing Plan Paper: Outline	70
	Marketing Plan Paper: Final	270
	<b>Total</b>	<b>1010</b>

- 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 = 759 and below

C. Disability Assistance

Students with a documented disability may contact the Liberty University 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).

## ***COURSE SCHEDULE***

### **BUSI 607**

Textbooks: Geringer et al., *International Business* (2016).  
Eldred, *God is at Work* (2009).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Geringer et al.: Module 9 1 presentation 1 article	Course Requirements Checklist Class Introductions DB Forum 1	10 0 75
<b>2</b>	Geringer et al.: Module 10 1 presentation	DB Forum 2	75
<b>3</b>	Geringer et al.: Module 11 1 presentation	DB Forum 3	75
<b>4</b>	Geringer et al.: Module 12 1 presentation 1 article	DB Forum 4	75
<b>5</b>	Geringer et al.: Module 13 Eldred chs. 1–14 1 presentation	DB Forum 5 Business and Missions Paper	75 100
<b>6</b>	Geringer et al.: Module 14 1 presentation	DB Forum 6 Marketing Plan Paper: Outline	75 50
<b>7</b>	Geringer et al.: Bonus B 1 presentation	DB Forum 7	75
<b>8</b>	Geringer et al.: Bonus C 1 presentation 1 article	DB Forum 8 Marketing Plan Paper: Final	75 250
<b>TOTAL</b>			<b>1010</b>

DB = Discussion Board

**NOTE:** Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.