

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 students with the knowledge, skills, and attitudes to function in this ever-changing global environment, from a Christian worldview.

I. PREREQUISITES

None

II. REQUIRED RESOURCE PURCHASE

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

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word
(Microsoft Office is available at a special discount to LU students.)
- D. *Publications manual of the American psychological association*, Washington, D.C.: American Psychological Association.

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 presentations

- B. Discussion Board Forums (4)

For Modules/Weeks 1, 3, 5, & 7, the student will be required to post a thread of least 200-words to the appropriate Discussion Board forum responding to the 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 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, & 8, the student will be required to post substantive written replies to at least two other students' Discussion Board threads from the previous week.

- C. Faith and Integration Forums (4)

The student will participate in four Faith and Integration Forums in the Discussion Board. The student will be writing a thread of 200-250 words integrating his or her faith and the business world. In the next week, the student will reply in 100-words to two classmates' in an academic and spiritual manner.

- D. Quizzes (4)

The student will complete four quizzes consisting of twenty-five multiple-choice, True/False or matching questions. The quizzes are open-book/open-notes and will have a 25-minute time limit.

- E. Exams (2)

The student will complete 2 Exams. One at the end of Module/Week 4 and the one at the end of Module/Week 8. These exams will cover information that is taught in the previous weeks. There will be 40 questions on each exam and the student will have 50-minutes in which to complete the exam.

VI. COURSE GRADING AND POLICIES

A.	Points		
	Discussion Board Forums		400
	Threads	(4 at 50 pts ea)	
	Replies	(4 at 50 pts ea)	
	Faith and Integration Forums		80
	Threads	(4 at 10 pts ea)	
	Replies	(4 at 10 pts ea)	
	Quizzes	(4 at 80 pts ea)	320
	Exams	(2 at 100 pts ea)	200
		Total	1000

B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Late Submissions

Late work will not be accepted.

D. 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.

COURSE SCHEDULE

BUSI 303

Textbook: Satterlee, *Cross Border Commerce* (2009).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	PERCENT
1	Satterlee: Units 1 & 2 4 presentations	Course Requirements Checklist Discussion Board Forum 1 thread Faith and Integration Forum 1 thread	0 50 10
2	Review Units 1 & 2 2 presentations	Discussion Board Forum 1 replies Faith and Integration Forum 1 replies Quiz 1	50 10 80
3	Satterlee: Units 3 & 4 2 presentations 1 article	Discussion Board Forum 2 thread Faith and Integration Forum 2 thread	50 10
4	Review Units 3 & 4	Discussion Board Forum 2 replies Biblical Faith and Integration 2 replies Quiz 2 Exam 1	50 10 80 100
5	Satterlee: Units 5 & 6 2 presentations	Discussion Board Forum 3 thread Faith and Integration Forum 3 thread	50 10
6	Review Units 5 & 6 1 presentation	Discussion Board Forum 3 replies Faith and Integration Forum 3 replies Quiz 3	50 10 80
7	Satterlee: Units 7 & 8 3 presentations	Discussion Board Forum 4 thread Faith and Integration Forum 4 thread	50 10
8	Review Units 7 & 8 2 presentations	Discussion Board Forum 4 replies Faith and Integration Forum 4 replies Quiz 4 Exam 2	50 10 80 100
TOTAL			1000

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.