

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 360

CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS

COURSE DESCRIPTION

An analysis of current global developments and rapid change in areas that have the potential for an impact on the international business environment. Attention is given to the use of techniques for identifying and researching significant issues, extrapolating probable outcomes, and developing strategic responses. Corporate and entrepreneurial perspectives are considered.

RATIONALE

This course directly supports the Aims of Liberty University's Statement of Purpose. International business is continually affected by the rapidly changing interaction among the multinational economic, political, legal, and social environments. This course is designed to teach the application of critical thinking skills in evaluating contemporary events so that the business person can apply informed judgment to the development of appropriate business responses to the changing environments.

I. PREREQUISITES

BUSI 303

II. REQUIRED RESOURCE PURCHASES

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 internet access (broadband recommended)
- B. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASUREABLE LEARNING OUTCOMES

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

- A. Explain the operational environment of international business as the intermediate, multifaceted dimension between the domestic and foreign environments. (Evaluation).
- B. Display proficiency in the use of key terminology frequently encountered in the most common areas of international business. (Synthesis).
- C. Analyze contemporary issues and trends in current events addressed in selected professional and trade journal articles pertinent to international business. (Analysis).
- D. Differentiate between fact and opinion while recognizing and evaluating author bias as well as contrasting opinions. (Analysis, Synthesis, & Evaluation).
- E. Ascertain cause and effect relationships and determine probable outcomes. (Synthesis & Evaluation).
- F. Apply judgment and draw conclusions concerning the possible future impact of various issues on corporate and entrepreneurial enterprises engaged in or affected by international business. (Evaluation).

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings
- B. Discussion Board forums (8)

Discussion Board (DB) forum threads and replies are designed to assess the higher-level critical thinking skills such as analysis, synthesis, and evaluation. In each module, the student will be required to respond to the instructor's prompt by posting a 250-word thread to the appropriate forum. The thread should cite page references and sources and should conform to proper English and grammar conventions. Threads are due Thursday evening of each module/week. Additionally, each student will be required to post a substantive written reply to one other student's thread. Replies are due Sunday evening of each module/week. Thus, each forum requires two postings. Module/Week 8 is the exception, with the replies due Friday.

- C. Critical Analysis

In Module/Week 4, the student will select a topic (to be approved by the instructor) and will complete a critical analysis study using the Critical Analysis Template provided in the course. The topic chosen for this assignment will be the focus of study, culminating in the student's final project; therefore, the topic should be closely related to the materials being covered in this course. The completed Critical Analysis Template should be 2 pages long and should display proper APA style.

D. Final Project

The Final Project is designed to demonstrate student writing and research skills through the completion of a term paper based on the topic selected for the Critical Analysis Template. Moreover, the project will provide an additional basis for assessing the student's skill in synthesizing and evaluating the information researched, with the outcome of providing a logical and defensible recommendation. The assignment is due in Module/Week 8.

VI. COURSE GRADING AND POLICIES

A. Points

DB forum threads (8 at 50 each)	400
DB forum replies (8 at 25 each)	200
Critical Analysis	150
Final Project	250
Total	1000

B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = Below 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.

COURSE SCHEDULE

BUSI 360

Textbook: Maidment, *Annual Editions: International Business* (2011).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Maidment: Unit 1 Overview; Articles 1, 3–6	Course Requirements Checklist	0
		Class Introductions	0
		DB Forum 1 thread (A or B)	50
		DB Forum 1 reply	25
2	Maidment: Unit 2 Overview; Articles 7–11	DB Forum 2 thread (A or B)	50
		DB Forum 2 reply	25
		Final Project Topic	0
3	Maidment: Unit 1 Article 2 & Unit 2 Article 14	DB Forum 3 thread	50
		DB Forum 3 reply	25
4	Maidment: Unit 2 Overview; Articles 12, 13, 15, & 16	Critical Analysis	150
		DB Forum 4 thread (A or B)	50
		DB Forum 4 reply	25
5	Maidment: Unit 3 Overview; Articles 17–23	DB Forum 5 thread (A or B)	50
		DB Forum 5 reply	25
6	Maidment: Unit 3 Overview; Articles 24–29	DB Forum 6 thread (A, B or C)	50
		DB Forum 6 reply	25
7	Maidment: Unit 4 Overview; Articles 30–36	DB Forum 7 thread (A, B or C)	50
		DB Forum 7 reply	25
8	Maidment: Unit 5 Overview; Articles 37–40	DB Forum 8 thread (A, B or C)	50
		DB Forum 8 reply	25
		Final Project	250
TOTAL			1000

DB = Discussion Board

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.