

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 365

GLOBAL INDUSTRIES AND OPERATIONS

COURSE DESCRIPTION

An introduction to the organizational and operational dynamics of the various global industries and their rapidly growing importance to the world's national economics and governments. Various aspects of the industries will be explored.

RATIONALE

Every student of international business must be able to identify the key industry drivers of globalization, discuss the functions of global operations, and describe various industries in terms of their structure, characteristics, and issues. This course provides instruction in each of these three critical skill areas. Thus, the prime objective of this course is to guide the learner through a process by which they can build and improve these skills.

I. PREREQUISITES

BUSI 303 or permission from professor

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. Access the free site globalEDGE™ and register at <http://globaledge.msu.edu>

Created by the International Business Center at Michigan State University, globalEDGE™ is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities. Partially funded by a U.S. Department of Education Title VI B grant, globalEDGE & trade is your source for global business knowledge.

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Identify the key industry drivers of globalization.
- B. Discuss the global operations function of multinational logistics.
- C. Discuss the global operations function of global marketing.
- D. Discuss the global operations function of multinational sourcing.

- E. Discuss the global operations issues regarding the organizational structure of multinational organizations.
- F. Describe the following global industries: Aerospace and Defense; Agriculture; Apparel and Textiles; Business Services; Chemicals; and Construction
- G. Describe the following global industries: Consumer Products; Energy; Financial Services; Food and Beverage; Healthcare, Hospitality and Travel; and Industrial Manufacturing
- H. Describe the following global industries: Media and Communications; Mining, Minerals, Metals; Pharmaceuticals; Public Services; Retail; Technology; and Transport Manufacturing

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Access the following globalEDGE™ learning modules: key industry drivers of globalization, multinational logistics, global marketing, multinational sourcing, and organizational structure of multinational organizations, industry profiles.
- B. Group Discussion Board Forums (8)

Each group will research and post answers to the assigned discussion questions. The threads are due by 11:59 p.m. (ET) on Friday, and the replies are due by 11:59 p.m. (ET) on Monday. Threads should be at least 150 words, and replies should be at least 100 words. In Module/Week 8, threads are due by the end of the day Thursday and replies are due by the end of the day Friday.
- C. Global Industry Project

Each student will research resources available for the investigation of a global industry and its operations, especially the structure, characteristics, and issues. The paper will conclude with how the Christian manager, working in the global arena, can be “in the world but not of it.” The project will require 10 pages and 10 references. This assignment is due by 11.59 p.m. (ET) on Friday of Module/Week 8.

VI. COURSE GRADING AND POLICIES

A. Points

Group Discussion Board Forums (8 at 100 pts)	800
Global Industry Project	200
Total	1000

B. Scale

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

C. Policies

Late assignments will not be accepted. No credit is given for extra work.

D. Disability Assistance

Students with a documented disability may contact LU Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

BUSI 365

Learning Materials: <http://globaledge.msu.edu>

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Study the globalEDGE™ learning module: key industry drivers of globalization	Course Requirements Checklist	0
		Class Introductions	0
		Group Discussion Board Forum 1	100
2	Study the globalEDGE™ learning module: multinational logistics	Group Discussion Board Forum 2	100
3	Study the globalEDGE™ learning module: global marketing	Group Discussion Board Forum 3	100
4	Study the globalEDGE™ learning module: multinational sourcing	Group Discussion Board Forum 4	100
5	Study the globalEDGE™ learning module: organizational structure of multinational organizations	Group Discussion Board Forum 5	100
6	Study the assigned globalEDGE™ industry profiles.	Group Discussion Board Forum 6	100
7	Study the assigned globalEDGE™ industry profiles.	Group Discussion Board Forum 7	100
8	Study the assigned globalEDGE™ industry profiles.	Group Discussion Board Forum 8	100
		Global Industry Project	200
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.