

MISSISSIPPI VALLEY STATE UNIVERSITY

BA 632 Globalization and the New Global Economy Syllabus

Academic Term and Year	Fall 2023
Course Prefix/Number/Section/Credit Hours	BA 632 01 3 Credit Hours
Course Title	Globalization and the New Global Economy
Days, Time, and Location of Class Meeting	On-Line
Instructor's Name	Dr. Duy Nguyen
Office Hours	M-W-F: 9:00 am – 12:00 pm WCONLINE: T-Th 9:00 am – 12:00 pm By Appointment 24 Hours in advance
Contact Information	Office Phone: (662) 254-3603 Email: Instructor's Email
Course Prerequisite	None

Catalog Course Description: In this comprehensive MBA course, students will delve into the intricacies of managing global business operations in a dynamic and interconnected world. The curriculum offers updated case studies, statistics, and discussions, exploring key aspects such as globalization, foreign direct investment, regional economic integration, foreign exchange markets, and international monetary systems. Students will learn to devise effective strategies for international business, including market entry in developed and emerging economies, exporting, importing, and countertrade. The course also focuses on supply chain management, marketing, and human resource management in a global context. Through a 360° view, students will analyze the impact of macro-environmental factors on international business decisions. Aspiring business leaders will develop the knowledge and skills needed to thrive in the complex global marketplace and navigate the implications of recent political, economic, and social trends on cross-border trade and investment.

Course Goal(s):

1. Foster Personal and Professional Growth: Enhance students' knowledge and skills in strategic global business management, preparing them to excel in diverse business environments.

2. Develop Global Business Management Expertise: Equip students to strategically manage global business as a vital functional area in modern enterprises.

Expected Student Learning Outcomes: At the end of this course, students are expected to

1. Analyze global trends and implications in cross-border trade and investment.
2. Evaluate cultural diversity's impact on international business practices.
3. Assess ethical and sustainable considerations in global business.
4. Apply macro-environmental analysis for effective global strategies.

Recommended Textbook:

Hill, C. (2022). Global Business Today (12th ed.). McGraw-Hill Education

Other Materials:

The Wall Street Journal, Business Week, Fortune, Forbes, The Economist, and other business publications.

Class Attendance Policy: This is an online class. There are no regularly scheduled class meetings. However, required work (quizzes, assignments, and exams) should be completed by the due date.

Makeup Policy: Makeup will be based on unforeseen circumstances or emergencies (for example, serious illness, accidents, jury duty, or death in the immediate family) that make it impossible for the student to complete the course requirements on schedule. In that case, the student must request the makeup of a course grading item(s) and obtain the approval of the instructor before the makeup. Also, students attending officially authorized functions must discuss makeup with the instructor and obtain the instructor's permission before the makeup.

Otherwise, there is NO opportunity for makeup or "I" grade in this course.

Course Drop: Students not completing the course for any reason must submit an official drop notice to the Registrar's Office before the deadline date. **This is your responsibility. Failure to comply with the procedure will result in your receiving a letter grade of "UF."**

Academic Integrity: Cheating and Plagiarism Policy: Academic dishonesty is a severe academic problem. Cheating in any fashion, including but not limited to plagiarizing another's words, work, or ideas, will not be tolerated. Plagiarism (the act of incorporating material from another author without citing the source) is the most severe intellectual fraud and must be avoided. To address the problem of plagiarism, the University has implemented Turnitin to improve reading, writing, and research skills. Turnitin is a comprehensive plagiarism prevention system that lets instructors check students' work quickly and effectively. The results are based on exhaustive searches of billions of pages from current and archived material on the Internet. Any act of plagiarism will

result in an “F” grade in assignments and/or the course. Furthermore, unauthorized assistance, exchange, or interaction between or among students during an exam will be considered cheating.

Teaching/Learning Strategies: This course adopts a collaborative learning approach, where the instructor sets course content, objectives, and assessment methods. Instructional strategies include assigned readings, chapter assignments, cases, and quizzes from the textbook. Active participation, using the assigned text and asking questions, is encouraged. Students' input on instructional strategies and assignments is valued. The emphasis is on active learning and seeking clarification when needed. Success requires reading assigned material, submitting assignments, and active participation in discussions. The goal is to create a safe learning environment that accommodates diverse learning styles, fosters critical thinking, and nurtures creativity.

Technology: A dependable desktop and/or laptop is necessary for course activities.

Performance Evaluation: The course grading will be based on the following:

Midterm Exam	25%	Month/date, 2022
Final Exam	25%	TBA – University Final Exam Schedule
Assignments	25%	Due Month/date, 2022
Quizzes	25%	
Total	100%	

Final Grade: The final grade for this course will be based on the sum of your scores on the four grading items listed above.

Grading Scale: The grading scale for this course is listed below.

90 – 100% = A

80 – 89% = B

70 – 79% = C

60 – 69% = D

Below 60% = F

Examinations: The exams will cover the material in the same format as quizzes and assignments. The exams will not be comprehensive but are based on material learned during the modules leading up to each exam.

ADA Syllabus Statement: Mississippi Valley State University is committed to providing reasonable accommodation for students with a documented disability. Suppose a student has a disability that qualifies under the Americans with Disability Act (ADA) and requires accommodation. In that case, he/she should contact the Services for Students with Disability (SSD) Office to obtain this service. Disabilities covered by the ADA may include learning, physical, psychiatric, vision, hearing, or chronic health disorders. Students who are uncertain about whether their condition/disability is qualified should contact Mrs. Kathy Brownlow, ADA Coordinator
Social Science Building, Office 105
Phone: (662) 254-3443
Email: kbrownlow@mvsu.edu

Course Schedule and Topic Outline: Reading Assignments:

Introduction and Overview

Week 1 Globalization – Text, Ch. 1

National Differences

Week 2 National Differences in Political, Economic, and Legal Systems – Text, Ch. 2

Week 3 National Differences in Economic Development – Text, Ch. 3

Week 4 Differences in Culture – Text, Ch. 4

The Global Trade and Investment Environment

Week 5 International Trade Theory – Text, Ch. 6

Week 6 Government Policy and International Trade – Text, Ch. 7

Week 7 Foreign Direct Investment – Text, Ch. 8

Week 8 Regional Economic Integration – Text, Ch. 9

The Global Monetary System

Week 9 The Foreign Exchange Market – Text, Ch. 10

Week 10 The International Monetary System – Text, Ch. 11

The Strategy of International Business

Week 11 The Strategy of International Business – Text, Ch. 12

International Business Functions

- Week 12** Exporting, Importing, and Countertrade – Text, Ch. 14
- Week 13** Global Production and Supply Chain Management – Text, Ch. 15
- Week 14** Global Marketing and Business Analytics – Text, Ch. 16

NOTE: This document does not constitute a contract with the University. It contains guidelines. The instructor reserves the right to make changes as necessary in the syllabus.