Mississippi Valley State University

Department of Business Administration

Fall 2018

Course Syllabus

 **Course Outline**

Course: Global Business (OMP 450)

Class Time: 100 % Online

Instructor: R. Elders

Office: 100% Online

Office Phone: 205-451-9981

Office Hours: Online

E-mail: Ronald.elders@mvsu.edu

**Textbook**: International Business: The Challenge of Global Competitions, 13th edition by Donald A. Ball, McMichael Granger, Jeanie M. McNett, and Michael S. Minor

**Course Description**

The International Business course describes the nature and scope of international business. It examines the theories of international trade and investment as well as the theories of economic development. The course is a comprehensive analysis of the three environments in which international business managers must operate.

**Specific Learning Goals of Global Business:**

The successful student of Global Business should:

1. Understand and apply the role of International Business and the segments within the chapters;
2. Understand and apply the conceptual relationship between the financial investment along with expected rewards and problems associated ;
3. Understand and apply the traditional evaluation techniques of proven methods of operating in the International arena;
4. Understand the concept of capital and financial leverage of International requirements against the costs of obtaining market share in the international markets and apply those concepts in the determination of the optimal capital structure needed;
5. Understand the current financial environment in which business decisions are made within the International boundaries while increasing shareholders profits.

**Comprehensive Learning Goals of Global Business environment:**

The successful student of Global Business should understand and be able to apply the basic values inherent within the methodology used to determine the valuation of the commitment to foreign and International investment, against the traditional evaluation techniques of expanding the business within the U.S. for capital budgeting analysis in capital investment decisions.

**Reading and Homework Assignments:**

Homework and reading assignments will be given throughout the term/semester. Students are required read the assigned chapters ahead of time and are expected to keep good notes. Based on the reading and homework assignments, class work and quizzes will be administered from time to time.

**Grading and Exam Policies:**

There will be four exams, of the one exam; and five will be unit tests, and a compressive final. Each test is worth 100 points. THE FINAL LETTER GRADE WILL BE DETERMINED FROM THE WEIGHTED AVERAGE OF POINTS EARNED FROM FOUR EXAMS, HOMEWORK, TERM PAPER AND CLASS PARTICIPATION. The test dates will be posted in the online course by week;. By a posted announced at least one week before the test is administered. All exams will be problem-oriented and multiple choice, and essay questions. Makeup exams will be given to those students who miss due to excused absence due to university-recognized activities. All other students are required to take the exams as and when they are scheduled.

**Basis of Grading:**

Exam 1------------------ 100 points -----------10%

Exam 2------------------ 100 points ----------- 20%

Exam 3------------------ 100 points ------------20%

Exam 4------------------ 100 points ------------ 30%

Attendance, HW--------100 points ------------10%

Term Paper --------------100 points ----------- 10%

**Evaluation of Performance:**

85 and above --------------------------------------- A Grade

75-84.9 ----------------------------------------------- B Grade

65-74.9 ----------------------------------------------- C Grade

55-64.9 ------------------------------------------------D Grade

Less than 55------------------------------------------ F Grade

**Accommodations for students with special needs:**

Students with special needs/disabilities who require special accommodation in the classroom while taking instructions and/or test must inform and present their cases to the instructor during the first week of class. They must also have their disabilities confirmed in writing by qualified experts and the written confirmation must be filed with the office of Academic Affairs.

**Course Methodology**:

Reading assignments, quizzes and exams, class discussions, and class work will be conducted inside the course platform.

**Incomplete Policy:**

It is this class policy that incompletes be assigned only to students who needs and additional time to complete the specified assignments of this course. Incompletes will not be assigned to those students who are not passing the course and wish to retake the course in the future.

**Attendance policy:**

Regular and punctual attendance is required for all activities scheduled for this class. Class attendance is mandatory. Attendance will be taken at the based upon the activity of each student within the electronic gradebook each class. If a student accumulates as many excused or unexcused absences as the number of credit hours represented by the course, the result be a grade of F for the course will be assigned. If an emergency arises, please notify me or the Departments office manager as soon as possible.

**Cheating/Plagiarism**:

Students are expected to be honest and fair regarding all course work. Student’s who cheat or plagiarize materials will receive a grade of “F”, and could be subjected to disciplinary actions. Cheating and/or plagiarism are unacceptable and will not be tolerated. Proof of cheating and/or plagiarism will be handled with a notification to the chair of the Department of Business Administration. Please not that there is no exceptions to this rule.

**Course Schedule and Reading Assignments (Tentative)**

Topical outline Chapters Contact Hours

The Challenging context of International Bus 1 6

International trade & Investment 2 7

Sociocultural Forces 3 5

Sustainability & Natural Resources 4 6

Political Forces that affect Global Trade 5 4

Intellectual Property Rights 6 5

Economic & Socioeconomic Forces 7 6

International Monetary System 8 4

International Competitive Strategy 9 4

Organizational Design & Control 10 2

TOTAL CONTAC HOURS 49

**Summary of CPC Topics Covered in this Course:**

International vs. Domestic Business 2

Trade & Investment 40

The Global Mindset 4

Natural Resources Dilemma 2

Political Forces 2

Intellectual Property 3

Social Forces 1

IMS 2

Competitive Strategy 2

Organizational Structure 2

TOTAL CPC 54

**Tips for Success**:

**Global Business is not difficult subject to learn if you keep-up with the materials weekly. You will not be able to understand the advanced concepts without investing time in learning the fundamentals. Perhaps more so than other subjects, global business is difficult to learn by cramming. If you do not do any work for the first three weeks of the course, it is very likely that you will be hopelessly lost for the reminder of the course. Here are some tips for success in this course.**

**Supplemental Newspaper and Magazine Readings:**

1. **Business Week**
2. **Wall Street Journal**
3. **Baron’s**
4. **Forbes**
5. **Fortune**
6. **New York Times**