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**Global Dimensions of Business GBU 355B**

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| **Professor**  **Dr. Sara B. Kimmel** |  |  | **Service Learning Partner**  **Mississippi Development Authority** |
| **Office: Self Hall 108A** |  |  | [**https://www.mississippi.org/**](https://www.mississippi.org/)  [**International Trade Team**](https://www.mississippi.org/home-page/business-services/international-trade/trade-team/) |
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| **Office Hours**  **M & F: 7-8:50 a.m., 11-1**  **W: 1-5 p.m.** |  |  | **Office Hours**  **M-F: 8-5** |

**Course Location**

Self Hall Room 305

**Course Length**

1/14/19 – 5/8/19

Final Exam: Monday, 5/6/19 (8-11)

Team Presentations: 5/6/19 (8-11)

**Course Time**

10:00 a.m. – 10:50 a.m. M-W-F. Note that this is a hybrid class. There will be both in-class meetings for discussion and time assigned for team meetings. Pay close attention to the syllabus for class meeting dates. Remember that if class is not meeting, you should meet with your team as your team contract indicates.

**Description:** A broad survey of international business and the challenges of globalization.

**Course Description:** A broad survey of international business and the challenges of globalization.The course is a hybrid service learning class. A description of service learning:

*Service Learning* is “an educational experience in which students participate in an organized service learning activity that meets identified community needs and reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced sense of civic responsibility” (Bringle & Hatcher 222).

Our service-learning community partner is the Mississippi Development Authority <https://www.mississippi.org/> (International Trade Division). The service-learning project for GBU 355 is to develop a research briefing on a country. You will work in a team. Completed projects are cataloged and forwarded to the Mississippi Development Authority’s International Trade Division.

**Course Textbook**

Hill, C. W. L. and Hult, G.T.M. (2017). *Global business today*. (10 ed.). New York, NY: McGraw-Hill Irwin. ISBN: 978-1-25984718-9. **The text is required for the class.** No online code is required.

**Course Materials**

Websites and handouts are provided in the Moodle homepage for the course. You are expected to review all materials that are provided and use those that are appropriate as resources for your service-learning project.

**Course Objectives**

* Identify globalization and the arguments for and against it
* Describe country similarities and differences examining culture, political systems, and religious practice
* Describe the international ethics challenges of domestic and multinational firms
* Identify the main theories of international trade, the current practice in international trade
* Distinguish between portfolio investment and foreign direct investment
* Relate the importance of exchange markets and development of the monetary system
* Identify strategies of international businesses and match strategies with goals
* Examine and determine appropriate entry modes
* Relate domestic operations management with international operations management
* Conduct research for a global organization with an end-result product for use by the Mississippi Development Authority.
* Develop a country attractiveness model based on research.
* Work in a team to produce a research report in a service-learning environment.
* Evaluate your own work and that of others through service-learning reflection.

**Academic Honesty**

Mississippi College students should be scrupulously honest. Dishonesty of any type, including cheating, plagiarism, furnishing false information, etc., is not tolerated. Details about specific penalties are listed in the MC Student Handbook. The MC Library furnishes helpful information about plagiarism and writing integrity. Submit your individual written homework to turnitin.com, an originality detection tool to check your own originality before you submit sections to the team. Use quotations sparingly, making certain that you cite and reference all sources of information. Summarizing and paraphrasing is encouraged. Be sure to credit all sources of information in every homework that you turn in. The rule of thumb is to have no more than 15% quoted material in your papers. Always remember to reference the textbook.

**Accommodation**

In order for a student to receive disability accommodations under Section 504 of the Americans with Disabilities Act, he or she must contact Student Counseling Services (SCS). SCS will assist with information regarding the appropriate policy and procedure for disability accommodations before each semester or upon immediate recognition of the disability. Student Counseling Services is located in Alumni Hall Room #4 or you may contact them by phone at 601-925-7790. The Program Coordinator, Holly Reeves, can be reached via email at [hreeves@mc.edu](mailto:hreeves@mc.edu) and the Director of Student Counseling Services, Morgan Bryant at [mbryant@mc.edu](mailto:mbryant@mc.edu).

**Attendance Policy**

Attendance in all classes is expected. University policy is that a student will not receive a passing grade if absence exceeds 25% of the course. For class dates when we do not meet face to face, attendance is your team meeting. Note that attendance and participation are different.

**Course Home Page and Email**

Class announcements, homework, the week’s overview, the syllabus and discussion questions are all located in the GBU 355 course home page. Access the course home page by going to the MC website ([www.mc.edu](http://www.mc.edu)). From the “Quick Links” drop-down menu, select “MCMoodle” or just click on “Moodle” in the tool bar on the main page. The courses that you are registered for will be displayed. Click on GBU 355. Once in, be sure to check the course home page frequently. Announcements are posted in the News Forum and emailed to your MC email address at the time they are posted. Check your MC email daily. Email the professor directly at kimmel@mc.edu.

**Exams and Quizzes**

There are two exam scores – a midterm and a final. The midterm will be administered in class. Be on time for the exam with a pencil or pen. Be prepared to leave all other materials, including your phone, at the front of the classroom. The final exam is the presentation of your team project.

Chapter quizzes will take place during 15-20 minutes of class or may be administered as take-home exams which will take significantly longer than 20 minutes. Makeups are allowed for quizzes missed due to school travel, school activities, and doctor-excused illnesses and will be offered at times specified by the School of Business. The quiz will cover the chapter readings online resources in Moodle, and class activities.

**Global Business Research Paper – Service-Learning Project**

Your group will prepare a country analysis for the Mississippi Development Authority’s International Trade Division. All team members are expected to participate, take a leadership role, and talk about the research throughout the course. Analyze the country location, complete the country attractiveness model, and provide an informed recommendation regarding the country’s potential for a Mississippi firm considering exporting or foreign direct investment using the template provided. Adhere to APA writing standards and submit work as a Word file.

**Grades and Scoring**

Scores for work will be posted within 7 days of the submission. Comments are posted with your grades in the course homepage. Make an appointment at any time to talk about class work or to receive clarification. Email questions directly to Dr. Kimmel ([kimmel@mc.edu](mailto:kimmel@mc.edu)).

**Graded Assignment Summary**

|  |  |  |  |
| --- | --- | --- | --- |
| Assignment | Number | Points per | Total percentage |
| Reflection Assignments | **4** | **2.50** | **10** |
| Quizzes (4 in class) | **4** | **10.00** | **40** |
| Exams  Exam 1 (midterm)  Exam 2 (Final Project Presentation) | **2** | **10.00**  **15.00** | **10**  **15** |
| Service Learning Project | **5** | **3.00** | **15** |
| Participation (graded at end of course) |  |  | **10** |
| Total |  |  | **100** |

**Grading Scale**

100 – 90 A

89 – 80 B

79 – 70 C

69 – 60 D

59 – 0 F

**Late Policy**

Assignments and extra credit are **not** accepted after their due date. If you are involved in athletics or other school functions that will cause you to miss class, work ahead of your travel so that they can be submitted on time or early. You are responsible to your project team. Assignments and due dates are also listed later in the syllabus.

**Online Resources**

Links to online resources are in the Moodle homepage to help your understanding of the reading material, to link national and international agencies and organizations involved in international business, and to inform your project. Use the textbook, the MC Library online, and these resources for your research. **Do not use Wikipedia or other open source sites for your project. If you have trouble finding the information you seek, ask Dr. Kimmel for help.**

**Participation**

Participation includes attending class, being actively engaged in the team project, discussion, and in-class team assignments. You are expected to be fully aware of current events in the U.S. and in the country you are researching.

**Project Assignments**

There are five (5) Service Learning Project assignments that complete the Global Business Research Paper. Each homework assignment builds on the previous work, with the final homework (#5) being the finished project. Use the template provided to build the project. The entire template should be submitted every time, including those sections not yet completed. All team members should submit the work. There is a grading rubric for the project at the end of the syllabus. For APA format: <http://library.mc.edu/help/citation_styles/>. MC Writing Center: <https://www.mc.edu/academics/departments/english/writing-center>.

**Reflection Assignments**

Graded reflection assignments are due about a week after each project team submission. The reflection is an individual graded assignment. The reflection should answer the questions and adhere to the length requirement. Reflection requires no additional research but cause you to examine your performance and that of your teammates, in keeping with good managerial practices.

**Team Presentation Expectations**

Your team will present your recommendation on the final exam day. **Prepare a PPT presentation according to the guidelines noted.** This is a short (about 10 minutes) presentation of your recommendation, plus 5 minutes for questions. Each team member should be present, in business casual dress, and should present an equitable portion of the project.

**Format of the presentation**

1. Introductions of your team members
2. The name of your country
3. An overview of the country’s top imports and exports from/to the world
   1. Name the imports and exports
   2. Name the country’s top trade partners
4. An overview of the U.S. and Mississippi’s current trade relationships with the country
   1. Imports/exports
   2. Foreign direct investment
   3. Ideas about Mississippi products that would be good exports to the country.
   4. Ideas about products in the country that compete with Mississippi products.
5. Your team’s recommendation (taken from the paper).
6. Presentation and discussion of the country attractiveness model, including justification for the score your team has given.
7. Conclusion
8. Time for questions

**Make a handout of your completed model to give to each member of the class.**

Additional notes on the handout should include the name of your country, team members’ names, and any important notes about the country. The main focus of the handout is the detailed Country Attractiveness Model from your project.

**Summary of Assignment Types and Dates**

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| --- | --- |
| Type of Assignment | Date |
| Reflection Assignments | 2/17, 3/10, 4/5, 4/28 |
| Quizzes (in class) | 2/11, 3/25, 4/8, 4/26 |
| Service Learning Project Submissions | 2/10, 3/3, 3/31, 4/19, 4/29 |
| Exam (midterm) | 3/4 |
| Presentation PowerPoint | 5/1 |
| Team Final Presentations | 5/6 |
| Hybrid Days  (Team meets in Library) | 2/8, 3/1, 3/29, 4/17 |
| Holidays (Class will not meet) | MLK, Jr. Day – 1/21  Spring Break – 3/11 – 3/17  Easter – 4/22 |

**Summary of Class Meetings**

|  |  |
| --- | --- |
| Date | Assignment |
|  | **Orientation/Introductions (1/14 – 1/20)** |
| 1/14/19  Monday | Class meets for brief introductions and overview of syllabus and activities, and the service learning project. |
| 1/16/19  Wednesday | Class meets to select team members and select research countries. The team pledge will be handed out. |
| 1/18/19  Friday | Team pledge will be finalized and turned in. Discussion about globalization begins. Globalization debate roles will be assigned. |
|  | **MLK, Jr. Holiday and Globalization! (1/21 – 1/27)** |
| 1/21/19  Monday | **Dr. Martin Luther King, Jr. Holiday. Class will not meet.** |
| 1/23/19  Wednesday | Read Chapter 1: Class meets for discussion about globalization. |
| 1/24/19 | LAST DAY TO DROP FULL SEMESTER CLASS WITH 100% TUITION REFUND. |
| 1/25/19  Friday | Globalization debate reports presented by your team. |
|  | **Political, Economic, and Legal Systems (1/28 – 2/3)** |
| 1/28/19  Monday | Read Chapter 2: Political, Economic & Legal Systems. Discussion about political, economic, and legal systems continues. Be prepared to answer questions in class about the systems in your country. |
| 1/30/19  Wednesday | Continue Chapter 2 discussion and review of online resources. |
| 2/1/19  Friday | Discussion about the project |
|  | **Economic Development (2/4– 2/10)** |
| 2/4/19  Monday | Read Chapter 3: National Differences in Economic Development. Class meets to continue discussion of national differences in economic development. |
| 2/6/19  Wednesday | Class meets to continue discussion of national differences in economic development and review online resources. |
| 2/8/19  Friday | **Service Learning Project #1 is due** this weekend. See Moodle for assignment. All team members should submit the homework to Moodle. **Teams will meet in the Library. Assignment** should be submitted no later than 11:55 p.m. Sunday 2/10/19. |
|  | **Culture and Global HR ( 2/11 – 2/17)** |
| 2/11/19  Monday | **Quiz 1:** **Chapters 1-2-3 Quiz in class**. (First 20 minutes). Read Chapter 4 and Chapter 17: Culture and Global Human Resource Management |
| 2/13/19  Wednesday | Discussion of Chapters 4 & 17 continues. |
| 2/15/19  Friday | Discussion of Chapters 4 & 17 continues.  **Reflection Assignment #1 (Individual) is due Sunday 2/17/19 by 11:55 p.m. See the assignment questions in Moodle and submit to the link in Moodle.** |
|  | **Ethics and CSR (2/18 – 2/24)** |
| 2/18/19  Monday | Read Chapter 5: Ethics, Corporate Social Responsibility, Sustainability  Team assignment for Friday is handed out |
| 2/20/19  Wednesday | Class meets to continue discussion about Ethics, CSR, and Sustainability |
| 2/22/19  Friday | In class team presentation – Ethics  Chapter 6: International Trade Theory – Handout/Study Guide |
|  | **Policy and Trade (2/25 – 3/3)** |
| 2/25/19  Monday | Read Chapter 7: Government Policy and International Trade |
| 2/27/19  Wednesday | Read Chapter 7: Discussion continues about government policy and international trade. |
| 3/1/19  Friday | **Service Learning Project #2 is due** this weekend. See Moodle for assignment. All team members should submit the homework to Moodle. Your team will meet in the Library Assignment should be submitted no later than 11:55 p.m. Sunday, 3/3/19. |
|  | **Foreign Direct Investment (3/4 – 3/10)** |
| 3/4/19  Monday | **Midterm Exam in Class (Chapters 1-7, 17)** |
| 3/6/19  Wednesday | . Read Chapter 8: Foreign Direct Investment |
| 3/8/19  Friday | **Reflection Assignment #2** is due this weekend. Details about the assignment are in Moodle. Submit the reflection no later than Sunday, 3/10/19 at 11:55 p.m. |
| SPRING BREAK | **Spring Break (3/11 – 3/17/19**  **Class will not meet** |
|  | **Regional Economic Integration (3/18 – 3/24)** |
| 3/18/19  Monday | Read Chapter 9: Regional Economic Integration |
| 3/20/19  Wednesday | Discussion about Chapter 9 continues. |
| 3/22/19  Friday | Discussion about Chapter 9 continues. |
|  | **Foreign Exchange (3/25 – 3/31)** |
| 3/25/19  Monday | **Quiz #2: Chapters 8-9 during first 20 minutes of class.**  Read Chapter 10: The Foreign Exchange Market – Handout in class |
| 3/27/19  Wednesday | Discussion about the Foreign Exchange and research countries |
| 3/29/19  Friday | **Teams will meet to finalize S.L. Project #3**  Last Day to Drop a Full Semester Class  **Service Learning Project #3 is due** this weekend. See Moodle for assignment. All team members should submit the homework to Moodle. Teams will meet in the library. Assignment should be submitted no later than 11:55 p.m. Sunday, 3/31/19. |
|  | **International Monetary System (4/1 – 4/7)** |
| 4/1/19  Monday | Read Chapter 11: The International Monetary System |
| 4/3/19  Wednesday | IMS Team Handout – will work on this in class to add to your project |
| 4/5/19  Friday | Discussion about IMS – Be prepared to discuss your country in class  **Reflection Assignment #3** is due this weekend. Details about the assignment are in Moodle. Submit the reflection no later than Sunday, 4/7/19 at 11:55 p.m. |
|  | **International Strategy (4/8 – 4/14)** |
| 4/8/19  Monday | **Quiz #3: Chapters 10-11, First 20 minutes of class**  Read Chapter 12: The Strategy of International Business |
| 4/10/19  Wednesday | Chapter 12 discussion continues |
| 4/12/19  Friday | Chapter 12: Strategy exercise in class |
|  | **Foreign Market Entry and Methods (4/15 – 4/21)** |
| 4/15/19  Monday | Review Chapters 13-14 : Entering Foreign Markets & Exporting, Importing and Countertrade. We will discuss both chapters this week in class. |
| 4/17/19  Wednesday | Chapter 13-14 discussion continues |
| 4/19/19  Friday | **Service Learning Project #4 is due** this weekend. See Moodle for assignment. All team members should submit the homework to Moodle. Your team will meet in the library. Assignment should be submitted no later than 11:55 p.m. Sunday, 4/21/19. |
|  | **Production and Supply Chain (4/22 – 4/28)** |
| 4/22/19  Monday | Easter Holiday – Class will not meet |
| 4/24/19  Wednesday | Review Chapter 15: Global Production & Supply Chain Management  Notes for final sections and presentation will be handed out. |
| 4/26/19  Friday | **Quiz #4: Chapters 12-15: First 20 minutes of class**  Final discussions about project  **Reflection Assignment #4** is due this weekend. Details about the assignment are in Moodle. Submit the reflection no later than Sunday, 4/28/19 at 11:55 p.m. |
|  | **Final Project Presentation (4/29 – 5/5)** |
| 4/29/19  Monday | **Service Learning Project #5 is due.** See Moodle for assignment. All team members should submit the homework to Moodle. Assignment should be submitted no later than 11:55 p.m. Monday, 4/29.  **Class will not meet. Meet with your team.** |
| 5/1/19  Wednesday | PowerPoint for final presentation is due. Email the presentation to Dr. Kimmel ([kimmel@mc.edu](mailto:kimmel@mc.edu)) no later than 12:00 noon 5/1/19. **Only one team member should email the presentation.**  **Class will not meet. Meet with your team.** |
| 5/6/19  Monday | **Team Presentations in Class – this is your final exam. All members of the team should be able to extemporaneously discuss or ask questions about any aspect of the project.** |

**Service Learning Project Assignment Rubric (Submissions 1-5)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Criterion | Needs work  0-8.5 | Satisfactory  8.6 – 17.5 | Excellent  17.6 - 25 | Total  0 - 25 |
| Uses resources provided  Makes use of the text and appropriate online resources in Moodle and the MC Library |  |  |  |  |
| Demonstrates understanding  Shows that resources online and in-text are understood and can be used in the appropriate context in the written sections of the project. |  |  |  |  |
| Is well written  Grammar and punctuation are correct, the project is well-expressed and makes use of appropriate business language. |  |  |  |  |
| Follows APA format  For assistance, visit the MC Writing Center located in the Library. |  |  |  |  |
| Total |  |  |  | **100** |

**Project Team Presentation Evaluation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Criterion | Needs work  0-8.5 | Satisfactory  8.6 – 17.5 | Excellent  17.6 - 25 | Total  0 - 25 |
| Recommendation  Knowledge is applied, logical, and well supported. |  |  |  |  |
| Professional appearance  Team members dressed appropriately. |  |  |  |  |
| Professional delivery & response to questions  Team is organized, demonstrates command of material and communication skills. Team members demonstrate knowledge of the various components of the project. |  |  |  |  |
| Handout  Model is clear, adheres to requirements, and supports team’s recommendation. |  |  |  |  |
| Total |  |  |  | **100** |