

**Mississippi College  
Accelerated Degree Program**

**GBU 355 – CO1  
Global Dimensions of Business - ONLINE**

**Syllabus**

**Professor**

Dr. Sara B. Kimmel

**Office Location**

Mississippi College, Flowood Center  
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**Office Hours**

10:00 a.m. – 6:30 p.m. M-F

Note that emails sent to [kimmel@mc.edu](mailto:kimmel@mc.edu) will go directly to my cell phone, so if you have a question at times other than office hours, please send them to me, and I will respond within 24 hours.

**Course Length**

1/13/14 – 3/6/14

**Course Time**

Class is open 24 hours per day, 7 days per week. Assignments have due dates that are adhered to. The course week is considered to be Monday (Day 1) through Sunday (Day 7). Each week will open a few days early to give you a weekend head start on the next week.

**Course Description**

A broad survey of the international aspects of business and the challenges of globalization.

**Textbook**

Hill, C. W. L. (2013). *International business: Competing in the global marketplace*. (9 ed.). New York, NY: McGraw-Hill Irwin. ISBN: 978-0-07-802924-0. Note that this ISBN number refers to

the full text of the Hill book. Your text for the purposes of this course is an MC Custom Text that includes only the first 14 chapters of the full text.

### **Supplemental Materials**

Log on to the textbook web site: <http://www.mhhe.com/hill> . That site has among other available resources, an Online Learning Center that contains practice quizzes, Power Point slides of all chapters as well as Internet exercises.

### **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
- 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 socially responsible product or service in a country of the student's choosing

### **Attendance Policy**

Attendance in all classes is expected in the online class. University policy is that a student will not receive a passing grade if absence exceeds 25% of the course; therefore, attendance in the Moodle platform is monitored. Note that attendance and participation are different. Attendance is noted, but participation is graded.

### **Academic Honesty**

Mississippi College students are expected to 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. Written homework is submitted to turnitin.com, an originality detection tool, when you submit your homework through the Moodle learning management system. You are encouraged to use quotations sparingly, making certain that you cite and reference all sources of information. Summarizing and paraphrasing is encouraged, but be sure to credit all sources of information. **The rule of thumb is to have no more than 20% quoted material in your papers.**

### **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).

### **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 will be posted in the News Forum and will be emailed to your MC email address at the time they are posted. It's good practice to check your MC email regularly. You may email the professor directly at [kimmel@mc.edu](mailto:kimmel@mc.edu).

### **Discussion Board and Participation**

#### Discussion

Each week, questions will be posted on the discussion board related to the week's reading assignment and class discussion. All discussion question responses are due no later than 11:55 p.m. on Thursday. Be sure to answer all questions based on your reading, notes, and any other research that you can do. Discussion questions will include a "conversation starter". To be considered for full credit, discussion question responses should be a minimum of 100 words and should not include the question.

#### Participation

In addition to your own answer, you should respond to the work of at least two other people on a minimum of five of the seven days of the week to be considered for full credit. Your response should be substantive (not, "I agree", but at least a paragraph of additional, relevant discussion related to their post that adds new knowledge to their conversation or questions their response in a respectful way). Participation might also be relevant material brought to class through handouts or links posted in the discussion forum. Participation will not be scored late.

### **Exams and Quizzes**

There are two exams – a midterm and a comprehensive final. The midterm will be open during Week 4 and the final will be open during Week 8.

Weekly quizzes are also graded and are good preparation for the more comprehensive exams. You should complete the assigned weekly reading BEFORE attempting the quizzes or the exam as the first attempt will be the recorded score.

### **Global Business Research Paper**

Your research paper presents a country analysis for a product or service of your choosing in a country that you would like to research. Completing the homework each week will help in your

research of the paper topics. Your goal is to analyze the country location as a potential site and make a recommendation to your company about how the venture should be undertaken. Your paper should be a minimum of 10 pages and should include:

- Title page
  - Includes the name of your project, your name, and the date of submission
- Body of paper (Use the bullet points as headings for your sections, but don't include the bullet points [Body of paper is not a heading]):
  - Introduction
    - Country and product/service
  - Overview of the country
    - Political economy and economic development – Chapters 2-3
    - Culture – Chapter 4
    - Ethics – Chapter 5
  - Existing trade relationships
    - Regional trade agreements – Chapters 6 and 9
  - Ease of entry – Chapters 8 – 9
    - Requirements for non domestic firms
      - Partnerships, local content requirements, ownership type
  - Monetary considerations
    - Foreign exchange – Chapter 10-11
    - How you will finance the business – Chapter 12
  - Strategy – Chapter 13
    - Strategy for entering market
    - Strategic alliances or partnerships
  - Structure – Chapter 14
    - Organization of the business
    - Structure of the business
  - Recommendation
    - How your firm should proceed based on your research
- Reference page
  - At least ten sources of information about the topic, including your text. Be sure to cite the source of the information and provide the full reference at the end using APA standard.

There is a grading rubric for the Global Business Research Paper at the end of the syllabus. There is no late acceptance of the Global Business Research Paper.

### **Grades and Scoring**

Scores for all work will be posted within 3 days of completion of the week. Comments are posted with your grades in the course homepage, so be sure to read the comments. Homework comments are viewable in the Grademark tab of turnitin.com. You will have to reopen your homework where you submitted it, and click on the comment bubble to see your homework

comments. Any questions about scores or grades should be directed to the professor and you may make an appointment at any time to talk about class work or to receive clarification. Please feel free to email questions; however, scores and grades will not be distributed through general email to protect your privacy.

### Graded Assignment Summary

Assignment/Due	Number	Points per	Total weight
<b>Discussion Forum</b> Weeks 1 – 8, due Thursday, 11:55 p.m.	8	2.50	20.00
<b>Quizzes</b> Weeks 1 – 7, due Friday, 11:55 p.m.	7	2.50	17.50
<b>Exams</b> Week 4 Exam, due Sunday, 11:55 p.m. Week 8 Exam, due Thursday, 11:55 p.m.	2	10.0	20.00
<b>Individual Homework</b> Weeks 1 – 7, due Saturday, 11:55 p.m.	7	2.50	17.50
<b>Global Business Research Paper</b> Week 8, due Thursday, 11:55 p.m.	1	7.50	7.50
<b>Participation</b> Weeks 1 – 7, due Sunday, 11:55 p.m.	7	2.50	17.50
<b>Total</b>			100.00

### Grading Scale

100 – 90	A
89 – 80	B
79 – 70	C
69 – 60	D
59 – 0	F

### Individual Homework and Global Business Research Paper

There are seven (7) individual homework assignments that complement your finished Global Business Research Paper. Each individual homework assignment will be to research and construct a section of your research paper. Subsequent homework assignments will add sections to the previous, corrected work. Be sure to refer to the outline for the research paper as you construct your homework for related reading and headings that should organize your paper.

Each homework requires that you read the text chapters and apply your learning in a research/practical way. A rule of thumb for homework length is 250-300 words equals about 1 page, while 500 – 600 words equals about 2 pages (double-spaced). Homework should be saved as one electronic file and should include:

- Title page (Your name, the assignment date, the course number, the assignment)
- Introduction – every written assignment should have an introductory paragraph (what the reader can expect in the rest of your paper)
- Body of paper or assignment with appropriate headings and subheadings to organize the work (use the subheadings provided in the global business research paper format)
- Closing paragraph – this serves the purpose of summarizing what you have discovered and possibly making recommendations, if they are called for.
- Reference page – all of your work should have citations to your sources of information (including the textbook) in the text of the document and full references at the end. (Use APA format for the references).

There is a grading rubric for homework at the end of the syllabus. Your work will be evaluated based on the rubric guidelines. Always remember to reference the textbook. For reference formats, visit the library online: [http://library.mc.edu/help/citation\\_styles/](http://library.mc.edu/help/citation_styles/). Be sure to review the scores and comments about your individual homework each week and incorporate any necessary changes into the following homework assignment.

### **Late Policy**

There is a two-day late policy for written homework and discussion. Individual homework and discussion submitted one day late will be subject to a 30% discount; homework submitted two days late will be subject to a 50% discount. Homework submitted after two days late will not be considered for a grade.

Discussion or written individual homework submitted late will be subject to the following discount:

- 1 day late = 30% discount
- 2 days late = 50% discount
- After two days = no credit

There is no late acceptance of quizzes, exams, participation, or the Global Business Research Paper.

### **Online Resources**

Links to online resources are provided throughout the course to assist in your understanding of the reading material, to introduce you to national and international agencies and organizations involved in international business, and to help with your research. You should use the textbook, the MC Library online, and these resources for your research before launching a search for other material. Wikipedia is regarded as a non-academic source because it can be altered at any time, and while it may be a starting point to lead you to primary sources of information, it should not be used in your citations or references.

## Scheduled Assignments

Week	Assignment
<b>Week 1</b>	
	<ul style="list-style-type: none"> <li>• Complete Pre-Test</li> <li>• Introductions</li> <li>• Review of syllabus and expectations</li> <li>• Review the course homepage in Moodle</li> <li>• Review online resources</li> <li>• Read Chapter 1: Globalization</li> <li>• Read Chapter 2: National Differences in Political Economy</li> <li>• <u>Submitted assignments</u> <ol style="list-style-type: none"> <li>1. Discussion Forum – Due Thursday</li> <li>2. Quiz – Due Friday</li> <li>3. Individual Homework – Due Saturday</li> <li>4. Participation – Due 5 of 7 days of week.</li> </ol> </li> </ul>
<b>Week 2</b>	
	<ul style="list-style-type: none"> <li>• Review online resources</li> <li>• Read Chapter 3: Political Economy and Economic Development</li> <li>• Read Chapter 4: Differences in Culture</li> <li>• <u>Submitted assignments</u> <ol style="list-style-type: none"> <li>1. Discussion Forum – Due Thursday</li> <li>2. Quiz – Due Friday</li> <li>3. Individual Homework – Due Saturday</li> <li>4. Participation – Due 5 of 7 days of week</li> </ol> </li> </ul>
<b>Week 3</b>	
	<ul style="list-style-type: none"> <li>• Review online resources</li> <li>• Read Chapter 5: Ethics in International Business</li> <li>• Read Chapter 6: International Trade Theory</li> <li>• <u>Submitted assignments</u> <ol style="list-style-type: none"> <li>1. Discussion Forum – Due Thursday</li> <li>2. Quiz – Due Friday</li> <li>3. Individual Homework – Due Saturday</li> <li>4. Participation – Due 5 of 7 days of week</li> </ol> </li> </ul>
<b>Week 4</b>	
	<ul style="list-style-type: none"> <li>• Review online resources</li> <li>• Read Chapter 7: The Political Economy of International Trade</li> <li>• Read Chapter 8: Foreign Direct Investment</li> <li>• <u>Submitted assignments</u> <ol style="list-style-type: none"> <li>1. Discussion Forum – Due Thursday</li> <li>2. Quiz – Due Friday</li> <li>3. Individual Homework – Due Saturday</li> </ol> </li> </ul>

	<ul style="list-style-type: none"> <li>4. Participation – Due 5 of 7 days of week</li> <li>5. Mid-term Exam – Due Sunday</li> </ul>
<b>Week 5</b>	
	<ul style="list-style-type: none"> <li>• Review online resources</li> <li>• Read Chapter 9: Regional Economic Integration</li> <li>• Read Chapter 10: The Foreign Exchange Market</li> <li>• <u>Submitted assignments</u> <ol style="list-style-type: none"> <li>1. Discussion Forum – Due Thursday</li> <li>2. Quiz – Due Friday</li> <li>3. Individual Homework – Due Saturday</li> <li>4. Participation – Due 5 of 7 days of week</li> </ol> </li> </ul>
<b>Week 6</b>	
	<ul style="list-style-type: none"> <li>• Review online resources</li> <li>• Read Chapter 11: The International Monetary System</li> <li>• Read Chapter 12: The Global Capital Market</li> <li>• <u>Submitted assignments</u> <ol style="list-style-type: none"> <li>1. Discussion Forum – Due Thursday</li> <li>2. Quiz – Due Friday</li> <li>3. Individual Homework – Due Saturday</li> <li>4. Participation – Due 5 of 7 days of week</li> </ol> </li> </ul>
<b>Week 7</b>	
	<ul style="list-style-type: none"> <li>• Review online resources</li> <li>• Read Chapter 13: The Strategy of International Business</li> <li>• Read Chapter 14: The Organization of International Business</li> <li>• <u>Submitted assignments</u> <ol style="list-style-type: none"> <li>1. Discussion Forum – Due Thursday</li> <li>2. Quiz – Due Friday</li> <li>3. Individual Homework – Due Saturday</li> <li>4. Participation – Due 5 of 7 days of week</li> </ol> </li> </ul>
<b>Week 8</b>	
	<ul style="list-style-type: none"> <li>• Complete Post-Test</li> <li>• <u>Submitted assignments</u> <ol style="list-style-type: none"> <li>1. Discussion Forum – Due Thursday</li> <li>2. Exam – Due Thursday</li> <li>3. Global Business Research Paper – Due Thursday</li> </ol> </li> </ul>

## Homework Rubric

Criterion	Needs work 0-8.5	Satisfactory 8.6 – 17.5	Excellent 17.6 - 25	Total 0 - 25
<b>Follows the format</b> (Title page, references, headings and subheadings, length, etc.)				
<b>Is well written</b> (grammar, punctuation, etc.)				
<b>Shows text and/or research materials were read and understood</b> (relates to the chapters covered in text)				
<b>Integrates real world application</b> (shows that you understand how it relates to application outside of the classroom)				
<b>Total</b>				<b>100</b>

## Global Business Research Paper Rubric

Criterion	Needs work 0-8.5	Satisfactory 8.6 – 17.5	Excellent 17.6 - 25	Total 0 - 25
<b>Feasible product/service and country</b> (shows that you have taken a realistic approach to the project, and that you have used an original idea for your research)				
<b>Is well articulated</b> (grammar, punctuation, delivery of summary in discussion.)				
<b>Shows text and/or research materials were read and understood</b> (relates to the chapters covered in text and outside research)				
<b>Recommendation is valid</b> (shows that your recommendation was formed as a result of your research).				
<b>Total</b>				<b>100</b>

# Sample Coversheet, Homework & Reference Page Format

GBU 355

Global Dimensions of Business

Homework #1

Management Concepts in the Nation of Benin

John Doe

April 1, 2014

In researching the nation state Benin, I have considered the question, “Why can’t a manager apply the techniques and concepts learned in the U.S. to the country you have chosen to study this semester?” Benin is one of the smallest states in the continent of Africa, situated along the southern curve of the northwest coastline. It is bordered by Nigeria to the east, Togo and Burkina to the West, and Niger to the north.

A U.S. – trained manager could be frustrated in Benin for several reasons, including access to technology, language, and neighboring political instability (Hill, 2011).

First, Benin is an agricultural nation, but has very little access to technology, so much of what is produced in Benin is exported to other nations, such as Brazil, for processing. Finished goods are then returned to Benin as imports. U.S. managers, on the other hand are accustomed to managing those who provide added value to goods through technology. Second, most students in the education system learn French, and various dialects and languages are spoken in Benin. A U.S. manager, not trained in French, would have to rely on translators to assist in conveying information to workers. Third, a U.S. manager would likely expect the same level of political stability and security that he or she experienced in the U.S. While Benin is a relatively stable state within Africa, it is bordered by Niger, where there have been numerous incidents of political instability recently (Oguin, 2005).

In most regions of Africa, there is a great need for economic development, debt restructuring, and health care relief due to the disease AIDS. This is an area of the world where Christian business can have great impact, but U.S.-trained managers should be aware of the technological environment, political stability, and cultural issues before locating there.

## References

Hill, C.W.L, *International Business: Competing in the Global Marketplace, 8E* (Boston: McGraw-Hill Irwin, 2011), pp. 26-27.

Oguin, Cyrille S., "The Future of Africa," Remarks to the Executive Lecture Forum Series, Jackson, MS. (July 14, 2005).

Note: This paper, with the title page and reference page included, is about 368 words in length. The citations are the places in the text where the author's (or speaker's) last name and year of publication is placed.

Be sure to visit the online resources of the MC Library for help with formatting citations and references. Here is a reference that will help you differentiate between citation styles:

<http://www.citationmachine.net/>