**INBU3200-GLOBAL ENVIRONMENT OF BUSINESS**

**Instructor:**
Teresa Brosnan, Attorney, LLM, MBA  
Senior Adjunct Professor  
Albers School of Business and Economics

**Fall Quarter 2019** Classroom: Piggott 202  
Office - Piggott 433  
Email address: brosnant@seattleu.edu  
Day & Time: Tuesdays and Thursdays 1330h – 1535h

**Course Description and Objectives:** Rapid globalization is "blurring" traditional borders of nations, time, and space, and challenging traditional assumptions about how to manage people and organizations. This course introduces the major factors (legal/political, economic, competitive, socio-cultural, technological, and natural) in the global environment and examines their individual and interrelated effects on organizational and managerial practices. The course provides a framework for understanding organizational action within an increasingly global environment. Students will examine growing worldwide interconnections to gauge the impact of globalization on managing organizations and people worldwide.

**Learning outcomes:** Upon the successful completion of this course, students will be able to:

1. Describe the factors that have led to the growth of business internationally, including the globalization of markets and production;
2. Examine the differences in political and economic systems and cultures among the nations engaged in international trade;
3. Describe the development of market economies globally;
4. Explain how managing an international business differs from managing a domestic business, and the additional skills and knowledge that business managers must possess to be successful in international ventures;
5. Describe the reduction of barriers to trade and the major technological changes that have allowed for the growth of the international economy;
6. Recognize the economic theories of international trade, including unrestricted free trade on the one hand, and protectionist trade policies on the other;
7. Describe the economic theories of foreign direct investment, the various economic structures for making such investments and the advantages and disadvantages for such structures.

**Required Text and readings:** *International Business 8/E* by Ricky W. Griffin & Mike W. Pustay, ISBN-10: 0133506290, ISBN-13: 9780133506297. Prentice Hall, Copyright: 2015. Supplemental Cases and Materials ("SC") must be accessed at the course website in Canvas or will be made available to you in class. These materials are REQUIRED reading for the class. You will need a copy of the textbook for the class; do not wait till the class starts to get one. If you get the text early, you will have an excellent chance of spending very little on a second hand copy. Students will also be assigned relevant articles in daily/weekly newspapers/magazines such as *Wall Street Journal, New York Times, Business Week, Economist.*

Students are expected to read the assigned chapters and SC materials before class and to conduct research into specific cases assigned to them so that they come prepared to discuss how the additional materials further describe the topic being covered. Each group will also prepare a short summary of the additional findings on their case each week and post them on the CANVAS course site for the class.

**Class schedule, laptops and etiquette:** Class will start promptly at 0800h and will resume after specified time breaks during the class. Out of courtesy to your fellow students, please make every effort to be on time and avoid disrupting others. There is to be no recording of lectures without my prior permission.

The use of laptops, tablets, netbooks, PDAs, smart phones, or other electronic devices during class is not allowed without my express consent. Anyone doing so will not receive any credit for participation during that class session.
The **Assignments and Grades** for this class are as follows:

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<thead>
<tr>
<th>Assignments</th>
<th>% of grade</th>
<th>Tentative Grade Scale</th>
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<tbody>
<tr>
<td>Participation and peer evaluation</td>
<td>20%</td>
<td>A to A- = 100% to 90%</td>
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<tr>
<td>Individual Assignment</td>
<td>10%</td>
<td>B+ to B- = 89.9% to 80%</td>
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<tr>
<td>Team Project Assignment</td>
<td>30%</td>
<td>C+ to C- = 79.9% to 70%</td>
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<tr>
<td>Mid term and Final Exams</td>
<td>40%</td>
<td>D+ to D- = 69.9% to 60%</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Class participation and peer evaluation:** The grade for participation will be based on your in-class contribution and general course involvement and attitude. Attendance in class is mandatory; however, you will not get credit just for showing up. Participation should be “thoughtful”; students should be well prepared, having read the assigned chapters before class and any other materials, such as case summaries and course site materials, so you can actively engage in discussions with your classmates in class. Students should also demonstrate a desire to understand the contributions and ideas of their fellow classmates. Students will prepare and lead discussions on specific topics in each lesson and each group will post their notes and summary of their case on the CANVAS course site. In addition, you will be asked to evaluate your fellow team members, details will be given during the course.

**Student communications:** For this class, you are required to access your CANVAS communications account and to ensure that your classmates and I are able to contact you using the CANVAS course site and your seattleu.edu email account.

**Contact details:** Please email me if you have any questions regarding course content or other questions about the class at: brosnant@seattleu.edu. Make sure that in your "subject" line, you insert the class details (INBU3200) and your name, as messages without this subject line may be deleted and treated as junk mail.

**Class assignments:** You will be completing 2 written assignments for this class. The first assignment will be an individual research assignment. The second assignment will be a team assignment; students will collaborate using the research gained in their first assignment.

**Individual Assignment:** This is a short (2-3 pages) written memo, details will be given out in class and on the CANVAS course site. In addition, students may be asked to explain the outcome of their research to the class.

**Team Assignment:** Students will work in teams, to produce a business report (6-7 pages) and make a presentation to the class, outlining their recommendations. Details will be given out in class and on the CANVAS course site.

**Submission of all postings and assignments:** All postings and assignments must be submitted by the due time and date. For every 24 hour (or part thereof) delay, there will be a 50% deduction in the grade for that submission. All submissions should be uploaded to the CANVAS course site and the date and time recorded will be conclusive. For the Individual and Team Assignments, please also print out a hard copy and hand it to me in class.

**Exams:** There is a mid term and a final exam. Both exams are closed book, no dictionary, no computer, with no notes allowed. The reason for this is that I do not want you to spend the entire examination time hunting through the book or your notes for material that you should have already read, digested and studied. If you take the time and make the effort to carefully review the material, the course will not only be more meaningful for you, but the examinations will contribute to your learning as well. For the examinations, you should be prepared to answer multiple choice and essay questions pertinent to the concepts covered in or suggested by the course materials, assignments, class lectures and discussions. The number of points for each question is set out in the exam. You
do not have to memorize core concepts in their entirety, but to earn credit, you will have to write out answers that show that you have understood those concepts, as the exam questions will test your understanding. Make up exams will not be given except in cases of illness substantiated by documentation given to me prior to the exam.

**Academic Resources:**
Class Library guide (https://seattleu.instructure.com/courses/1585496/modules/items/16737606)

Library and Learning Commons (http://www.seattleu.edu/learningcommons/)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)

**Academic Policies on Registrar website** (https://www.seattleu.edu/redhawk-axis/academic-policies/)
- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

**Notice for students concerning Disabilities**
If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

**Office of Institutional Equity**
Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit https://www.seattleu.edu/equity/. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: oie@seattleu.edu; phone: + 1 206 296 2824) University Resources and Policies

**Extra Help:** Please feel free to contact me outside of class for additional help. The best way to reach me is to email me (brosnant@seattleu.edu) and I will respond within 1-2 working days, although typically, I can usually get back to you much sooner. Please note that I am unavailable over weekends. Meetings are available during my office hours on class days in my office in Piggott Hall 433; to reserve a time, please email me in advance.
# TENTATIVE COURSE SCHEDULE - DO NOT MAKE PLANS FOR NOV 26, DEC 3, 5 & 9 - - THESE ARE SUPER MANDATORY DATES* FOR CLASS

<table>
<thead>
<tr>
<th>SESSION</th>
<th>TOPICS AND ASSIGNMENTS</th>
<th>READINGS</th>
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<tbody>
<tr>
<td>1 Sep 26</td>
<td>Overview of International Business</td>
<td>Chapter 1</td>
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| 2 Oct 1, 3 | Global Marketplaces & Business Centers  
Role of culture | Chapter 2  
Chapter 4 |
| 3 Oct 8, 10 | Library session: Students will meet reference librarian for Albers, in the library during our class session. Review writing assignments.  
Role of culture  
Legal, Technological, Accounting & Political Environments | Chapter 4  
Chapter 3 |
| 4 Oct 15, 17 | Legal, Technological, Accounting & Political Environments  
Ethics in and Social Responsibility in International Business | Chapter 3  
Chapter 5 |
| 5 Oct 22, 24 | Ethics in and Social Responsibility in International Business  
Mid term Review  
**Midterm Examination: Oct 24**  
**Individual Assignment - Due: Oct 26** | Chapter 5 |
| 6 Oct 29, 31 | Foreign Exchange & International Financial Markets  
International Trade & Investment | Chapter 8  
Chapter 6 |
| 7 Nov 5, 7 | International Trade & Investment cont’d  
Formulation of National Trade Policies | Chapter 6  
Chapter 9 |
| 8 Nov 12, 14 | Formulation of National Trade Policies  
International Cooperation Among Nations | Chapter 9  
Chapter 10 |
| 9 Nov 19, 21 | International Cooperation Among Nations | Chapter 10 |
| 10 * Nov 26,  
Dec 3, 5 | *These dates are mandatory - no absences will be permitted  
Team Assignment Report - Due: Nov 26  
Team presentations  
Final Review | |
| Finals week: Dec 9 | *Final Examination: MONDAY Dec 9, 1200h – 1350am | |