

INBU3200-GLOBAL ENVIRONMENTS OF BUSINESS

Online Class

Instructor:

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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 in CANVAS. 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 and to conduct research into specific cases assigned so that they are prepared to discuss, in groups online, as well as individually, how the additional materials further describe the topic being covered. Students will also prepare short summaries for posting in the Discussion tabs.

The ***Assignments and Grades*** for this class are as follows:

Assignments	% of grade	Tentative Grade Scale
Participation and peer evaluation	35%	A to A- = 100% to 90%
Country and Business Opportunity Report	30%	B+ to B- = 89.9% to 80%
Final Exam	35%	C+ to C- = 79.9% to 70%
Total	100%	D+ to D- = 69.9% to 60% F = Below 60%

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Participation in the Discussion tabs: The grade for participation will be based on your online contributions and general course involvement and attitude. Participation should be "thoughtful"; students should be well prepared, having read the assigned chapters and any other materials, such as case summaries and course site materials, so you can actively engage in discussions with your classmates online. Students should also demonstrate a desire to understand the contributions and ideas of their fellow classmates. You will need to work with your team mates in your group to post summaries to discussions. Students will prepare and post discussions on specific topics in each session on the CANVAS course site.

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.

Country and Business Opportunity Report: You will be assigned a specific location and business/industry and you will be completing a research and business opportunity report for this class. For any delay in turning in this assignment, there will be a 50% deduction in the grade for this assignment. Details will be available on Canvas.

Submission times: All discussion postings must be submitted by 2359h PT on the due date in order to earn credit. Submission times recorded on Canvas are final.

Final Exam: There is a Final Exam to be completed no later than 2359h PT on June 10.

Virtual meetings: There may be occasions when you may be required to participate online in a Microsoft Teams or Zoom meeting. Details will be posted on Canvas.

Recommended Equipment

This course will use multimedia, therefore, you will need access to an up-to-date laptop or mobile device that is capable of playing videos, recording videos and using a camera. If your computer is capable of playing multimedia but doesn't have a webcam, you may be able to use your mobile device to record and upload videos and other media.

It is essential that you have a reliable broadband network connection available during the course. We recommend cable broadband, DSL, or for mobile devices, availability of LTE.

Note for students who will be outside the USA

It is critical that you have reliable Internet access at all times. If you are traveling outside the United States, some content in this course may be blocked. There are reports from around the world that indicate that various governments restrict the use of Virtual Private Networks (VPNs) that have previously given students access to course materials that would otherwise be blocked. If you are traveling to certain countries, you will probably experience similar restrictions.

Please [contact me immediately](#) to let me know if you will be outside of the USA during any portion of this class.

Orientation to Online Learning

Students new to online learning are often surprised by the depth and rigor of online courses; you will need to be aware that you will likely spend much more time than you might have expected, on completing coursework for the course. You will find that you will need to be more organized and purposeful in your time management than when attending traditional face-to-face courses.

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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:** oe@seattleu.edu; **phone:** + 1 206 296 2824) University Resources and Policies

Extra Help: Please feel free to contact me for additional help. The best way to reach me is to email me and I will respond within one working day, although typically, I can usually get back to you much sooner. You should assume that I am unavailable over weekends.

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ONLINE COURSE SCHEDULE SPRING QUARTER 2020

<i>SESSION</i>	<i>TOPICS AND ASSIGNMENTS</i>	<i>READINGS</i>
1 Apr 6 - 11	Overview Of Global Environments of Business	Chapter 1
2 Apr 12 -18	Global Marketplaces & Business Centers	Chapter 2
3 Apr 19 - 25	Role of culture	Chapter 4
4 Apr 26 – May 2	Legal, Technological, Accounting & Political Environments	Chapter 3
5 May 3 - 9	Ethics and Social Responsibility	Chapter 5
6 May 10 - 16	International Trade & Investment	Chapter 6
7 May 17 - 23	National Trade Policies	Chapter 9
7 May 24 - 30	International Cooperation Among Nations	Chapter 10
8 May 31 – June 6	Country and Business Opportunity Report: Due by 2359h PST on June 6	
9 Final exam	June 10 – max 90 minutes	