



International Business
BSAD410
Southwestern College Professional Studies

COURSE SYLLABUS

I. Course Catalog Description

The ability to analyze effective competitive structures and strategies of global businesses are essential competencies for businesses in the global marketplace. Competitive strategies, ethical and legal considerations, and management practices for a global business enterprise are examined. Learners evaluate the economic impacts of foreign exchange, balance of payments, and the global monetary system on global strategies and operations beyond economic perspectives. Prerequisite: BSAD 320 Managerial Economics. Prior study of professional communication.

II. Required and Supplementary Instructional Materials

Peng, M. W. (2014). *Global business* (3rd ed.). Mason, OH: South-Western, Cengage Learning.

III. Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1. Evaluate the role of government and trade regulations in the conduct of global business.
2. Examine and distinguish among major political and economic systems.
3. Research the social and cultural factors that influence strategic management decisions of multinational enterprises.
4. Differentiate the impacts of trade agreements, trade barriers, foreign exchange markets, and other political and economic factors on global business.
5. Contrast labor practices across the global spectrum.
6. Formulate best ethical best practices in the conduct of global business activities.
7. Evaluate the success factors for leadership approaches, skills, and decision-making practices for global business environments.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

IV. Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

V. Course Requirements:

Undergraduate Level Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussion Questions	6	180	34%
Case Studies	5	100	19%
Abstracts	5	100	19%
Quizzes	5	50	9%
Final Research Paper	1	100	19%
Total Points		530	100%

Mastery Level Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussion Forums	5	180	24%
Case Studies (from textbook)	5	100	14%
Abstracts	5	100	14%
Quizzes	5	50	6%
Final Research Paper	1	100	14%
Presentation of Final Research Paper	1	100	14%
Final Case Study: Mastery Case Study Analysis	1	100	14%
Total Points		730	100%

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> Read <i>Global Business</i> Chapters 1-4 	<ul style="list-style-type: none"> Unit 1 Discussion Unit 1 Case Study Unit 1 Abstract Unit 1 Quiz
2	<ul style="list-style-type: none"> Read <i>Global Business</i> Chapters 5-8 	<ul style="list-style-type: none"> Unit 2 Discussion Unit 2 Case Study Unit 2 Abstract Unit 2 Quiz Submit Final Research Paper/Presentation (Mastery Activity) Topic
3	<ul style="list-style-type: none"> Read <i>Global Business</i> Chapters 9-11 	<ul style="list-style-type: none"> Unit 3 Discussion Unit 3 Case Study Unit 3 Abstract Unit 3 Quiz
4	<ul style="list-style-type: none"> Read <i>Global Business</i> Chapters 12-14 	<ul style="list-style-type: none"> Unit 4 Discussion Unit 4 Case Study Unit 4 Abstract Unit 4 Quiz
5	<ul style="list-style-type: none"> Read <i>Global Business</i> Chapters 15-17 	<ul style="list-style-type: none"> Unit 5 Discussion (due dates below) Unit 5 Case Study due by Sunday at midnight, CT Unit 5 Abstract due by Sunday at midnight, CT Unit 5 Quiz due by Sunday at midnight, CT
6	<ul style="list-style-type: none"> Complete your Final Research Paper 	<ul style="list-style-type: none"> Unit 6 Discussion Unit 6 Final Paper Unit 6 Final Paper Presentation (Mastery Activity) Unit 6 Case Study: Mastery Case Study Analysis (Mastery Activity)

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.