# Course Description

This course provides an overview of the global market and its challenges for the U.S. businessperson. The student will look at the operation of the multinational company, international business activities, agreements between nations, and other topics related to participation in global activities.

# University Learning Outcomes (ULO)

* **ULO1:**Knowledge of Human Cultures and the Physical and Natural World
* **ULO2:**Intellectual and Practical Skills
* **ULO3:**Personal and Social Responsibility
* **ULO4:**Integrative and Applied Learning­
* **ULO5:**Immersed in the Critical Concerns of the Sisters of Mercy of the Americas

# Program Learning Outcomes (PLO)

* **PLO1**: The ability to clearly and effectively prepare written business communications. (ULO 1, 2, 4)
* **PLO2**: Business students will apply knowledge and skills to make appropriate business decisions. (ULO 1, 2, 3, 4)
* **PLO3**: The student will be able to apply ethical and moral decision-making principles to business situations. (ULO 2, 3, 4)
* **PLO4**: The student will demonstrate decision-support tools required for business professionals. (ULO 2, 3, 4)
* **PLO5:** The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations. (ULO 1, 2, 4)

# Course Learning Outcomes (CLO)

* **CLO1**: Assess an international business venture based on a country’s strengths, weaknesses, opportunities, and threats (SWOT) analysis. *(PLO1, 2, 7)*
* **CLO2**: Explain the impact of globalization through an understanding of the drivers of globalization, foreign direct investment, and the changing nature of the global economy. *(PLO1, 2, 7)*
* **CLO3**: Explain how cultural, political, economic, financial, legal, and ethical systems differ globally. *(PLO1, 2, 3, 4, 7)*
* **CLO4**: Analyze the trends surrounding the different levels of regional economic integration. *(PLO1, 2, 7)*
* **CLO5**: Explore issues of the foreign exchange market. *(PLO1, 2, 5, 7)*
* **CLO6**: Examine the components firms considered when expanding internationally, such as modes of entry, global marketing, and human resource management. *(PLO1, 2, 7)*

# Student Expectations

Students are expected to:

* ask probing and insightful questions related to course content.
* make meaningful and relevant connections and application to their own learning process.
* be productive and contributing members of class discussions.

# Course Materials

**This course does not have a textbook.**

# Suggested Point Values

|  |  |  |
| --- | --- | --- |
| **Assessment** | **Point Value** | **Due** |
| **Week 1** |  |  |
| Discussion: Research Project: Part 1 | 25 |  |
| Discussion: International Business | 25 |  |
| Discussion: Drivers of Globalization | 25 |  |
| Human Development Worksheet | 40 |  |
| Journal: Self-Assessment | 50 |  |
| **Week 2** |  |  |
| Discussion: International Business Strategies | 25 |  |
| National Culture Dimensions | 40 |  |
| Is It a Bribe? Worksheet | 40 |  |
| Journal: Brexit Report | 40 |  |
| Research Project: Part 2 | 50 |  |
| **Week 3** |  |  |
| Discussion: Free Trade Agreements | 25 |  |
| Discussion: Foreign Direct Investment | 25 |  |
| Journal: Imports and Exports | 40 |  |
| Research Project: Part 3 | 50 |  |
| **Week 4** |  |  |
| Discussion: Market Forces | 25 |  |
| Discussion: Global Organizations | 25 |  |
| Importance of Accounting | 40 |  |
| Exchange Rates Presentation | 50 |  |
| Research Project: Part 4 | 50 |  |
| **Week 5** |  |  |
| Multimedia: Doing Business in the U.S. | 25 |  |
| Discussion: Doing Business in the U.S. | 25 |  |
| Global Competitiveness Report | 60 |  |
| HRM Strategies Report | 60 |  |
| Journal: Reflection | 40 |  |
| Research Project Final | 100 |  |
| **Total Points** | **1000** |  |

**Grading Scale**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | 93–100 |
| A- | 90–92 |
| B+ | 87–89 |
| B | 83–86 |
| B- | 82–80 |
| C+ | 77–79 |
| C | 73–76 |
| C- | 70–72 |
| D+ | 67–69 |
| D | 63–66 |
| D- | 60–62 |
| F | 59 |

# Course Schedule

|  |  |  |
| --- | --- | --- |
| **Week** | **Start** | **End** |
| One | <insert start date> | <insert end date> |
| Two |  |  |
| Three |  |  |
| Four |  |  |
| Five |  |  |

# Weekly Learning Modules

|  |  |  |
| --- | --- | --- |
| **Week One: Introduction to the Global Economy** | | |
| ***Learning Objectives*** | ***Alignment*** | |
| * 1. Analyze the impact of international business. | CLO2 | |
| * 1. Discuss the arguments for and against globalization. | CLO1, 2 | |
| * 1. Describe the components of a global economy. | CLO3 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | ***Alignment*** | ***AIE*** |
| **Tutorials**  During this course, you will be asked to use and participate in various technologies to complete activities and assignments.  **Review** the tutorials available on Blackboard as needed.  **Click** the **Student Resources** button from the menu on the left. | N/A | N/A |
| **Weekly Participation and Discussion**  The purpose of the weekly discussions is to provide you with a way to synthesize the concepts presented in this course. Each week, you will respond to the discussion questions with a substantive post of 150 to 250 words that addresses all the prompts for the question by 11:59 p.m. EST of the listed due date. By the conclusion of each week, Sunday at 11:59 p.m. EST, you will make at least one substantive comment of 100 to 150 words to three of your classmates’ posts for each assigned discussion question. Your comments must further the discussion by following the RISE Model for meaningful feedback. It is recommended that you check in periodically throughout the week to ensure that you are meeting the participation requirement.  **Review** the RISE Model for Peer Feedback. | N/A | N/A |

|  |  |  |  |
| --- | --- | --- | --- |
| **Week 1 Video**  **View** the Week 1 video.  **Read** this [overview on globalization](https://en.wikipedia.org/wiki/Globalization).  **Post** any questions or comments to the General Questions & Discussion forum. | | 1.1, 1.2, 1.3 | Lecture Activity = **1 hour** |
| **Globalization and SWOT**  **View** the following videos:   * “[Globalization](http://www.youtube.com/watch?v=3oTLyPPrZE4)” [8:10] * “[How to Complete a SWOT Analysis: Episode 24](http://www.youtube.com/watch?v=0D2fT6obqdg)” [14:47]   **Post** any questions or comments to the General Questions & Discussion forum. | | 1.1, 1.2 | Lecture Activity = **1 hour** |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Adobe Connect Live Discussion**  **Review** the [Adobe Connect Resources](https://sites.gmercyu.edu/student-resources/adobe-connect-resources/).  **Participate** in the scheduled live session with the course instructor. This session will provide an overview of the class and discuss the major assignments in the course.  **Prepare** to ask questions concerning the content of the week and the course as a whole.  **Note.** A recorded lecture will be made available to those who are unable to attend the live session. | |  | Live Discussion: lecture and discussion = **1 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Research Project: Part 1**  **Review** the Research Project Guideline for an overview of final project due in **Week 5**. Each week, you will submit an assignment that informs the instructor of your progress in the project.  After viewing the guideline, **post** the country you want to use for the Research Project. Your selection of a country is on a **first-come**, **first-served basis**, and there can be **no duplications**.  All responses must be posted by 11:59 p.m. EST on Sunday. | | COURSE | Guided Projects = **1 hour** |
| **Discussion: International Business**  **Pos**t a clear and logical response in 150 to 200 words to the following, providing specific examples to support your answers.   * How would you define international business in relationship to the global economy? Do the international business relationships affect or not affect the global population? Present at least two examples. Cite sources that you have researched.   **Note.** Initial answers to the questions are due by 11:59 p.m. EST on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. EST on Sunday. | | 1.1, 1.2, 1.3 | Discussion: one post and replies to three other posts = **1 hour** |
| **Discussion: Drivers of Globalization**  **Pos**t a clear and logical response in 150 to 200 words to the following, providing specific examples to support your answers.   * What are the three main drivers of globalization discussed in the videos presented this week? Explain your response.   **Note.** Initial answers to the questions are due by 11:59 p.m. EST on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. EST on Sunday. | | 1.2, 1.3 | Discussion: one post and replies to three other posts = **1 hour** |
| **Human Development Worksheet**  **Complete** the Human Development Worksheet.  **Submit** your completed worksheet by 11:59 p.m. EST on Sunday. | | 1.3 | Problem Solving = **1 hour** |
| **Journal: Self-Assessment**  **Complete** the [International Business Pre-Quiz](http://www.synergiseducation.com/academics/schools/Gwynedd-Mercy/bus212/bus212-prequiz/quiz.html).  **Submit** your responses in a journal for the following questions:   * How did you do with the pre-quiz? What was your score? * What areas surprised you about the results of the quiz? Why? * What areas do you think you need to strengthen after taking the quiz?   **Note.** Submission must be posted by 11:59 p.m. EST on Sunday. | | 1.1 | Journal = **1 hour** |
| **Total** |  |  | **8 hours** |

# Faculty Notes

**Course Setup**

**General Questions and Discussion Forum:** This course includes a discussion forum for general questions, comments, and concerns. This forum is intended for any course-related commentary not found within a specific weekly discussion. This forum is not graded. Make sure to monitor this forum for student posts. You are encouraged to make an announcement advertising this forum and monitor and post regularly to build engagement.

**Adobe Connect:** Consider posting an announcement asking students to submit any questions or topics they'd like to be addressed ahead of time. You can then utilize those questions that come up in the first part of the week to tailor the live Adobe Connect class session that would be scheduled toward the later part of the week. That one-hour synchronous session will allow students the opportunity to go over any questions they had with the homework and clarify any misconceptions they have about the course content. All Adobe Connect sessions should be recorded and a link to the recording be posted to the course page so any student who misses the session can review it later in the week.

**Note.** It is your choice as to which day you will schedule the Adobe Connect Live Session, but it is recommended that you schedule this session for Wednesday of the week, so students have plenty of time to review their homework prior to the deadline on Sunday.

**Research Project:** This week students are posting the country they want to use for the project. Emphasize that each student should have a different country and that there will be no duplications.

|  |  |  |  |
| --- | --- | --- | --- |
| Week Two: National Culture and Ethics | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Evaluate how cultural dimensions that make up a national culture can impact global business. | | CLO1, 3 | |
| * 1. Review approaches to business ethics as they relate to the global environment. | | CLO1, 3 | |
| * 1. Research the effects and results of Brexit. | | CLO1, 3 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Week 2 Video**  **View** the Week 2 video.  **Post** any questions or comments to the General Questions & Discussion forum. | | 2.1, 2.2, 2.3 | Lecture Activity = **1 hour** |
| **Global Edge**  **Explore** the [Global Edge site](http://globaledge.msu.edu/resourcedesk), and familiarize yourself with the content.  Global Edge is research database that provides information on economy, history, government, culture, risk, and other information helpful in global business. When you start to research topics related to your chosen country for the research project, use the **Search** field at the top of the page.  **Post** any questions or comments to the General Questions & Discussion forum. | | 2.2 | Lecture Activity = **1 hour** |
| **Global Business Ethics**  **View** the following video on international business and ethics:   * “[Ethics and International Standards of Behavior - Joseph R. DesJardins](http://www.youtube.com/watch?v=hauUyoYD5-o)” [2:26]   **Post** any questions or comments to the General Questions & Discussion forum. | | 2.2 | Lecture Activity = **1 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: International Business Strategies**  **Read** the article“[11 Biggest Challenges of International Business in 2017](http://www.hult.edu/blog/international-business-challenges/).”  **Pos**t a clear and logical response in 150 to 200 words to the following, providing specific examples to support your answers.   * Do you think a corporation entering a new country should implement practices successful in their home country, or should they develop a strategy that identifies with the local environment? Explain your response using human resource practices, compensation strategies, and communication methods as topics of focus.   **Note.** Initial responses are due by 11:59 p.m. EST on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. EST on Sunday. | | 2.1 | Discussion: one post and replies to three other posts = **1 hour** |
| **National Culture Dimensions**  **Read** this overview description regarding [national culture dimensions](https://www.hofstede-insights.com/models/national-culture/).  **Select** a country from the drop-down menu at the [Hofstede Centre](https://www.hofstede-insights.com/product/compare-countries/).  **Research** the country you have selected for your course research paper.  **Complete** the National Culture Dimensions worksheet by providing a brief summary of each dimension for your country.  **Submit** your completed worksheet by 11:59 p.m. EST on Sunday. | | 2.1 | Problem Solving = **1 hour** |
| **Is It a Bribe? Worksheet**  **Read** the following sources:   * [Foreign Corrupt Practices Act (FCPA) Guide](https://www.justice.gov/criminal-fraud/fcpa-guidance) * [Top Ten Basics of Foreign Corrupt Practices Act Compliance for the Small Legal Department](http://www.acc.com/legalresources/publications/topten/SLD-FCPA-Compliance.cfm) * [Foreign Corrupt Practices Act](https://en.wikipedia.org/wiki/Foreign_Corrupt_Practices_Act)   **Complete** and **submit** the Is It a Bribe? worksheet by 11:59 p.m. EST on Sunday. | | 2.2 | Case Study = **1 hour** |
| **Journal: Brexit Report**  **Read** the following articles:   * “[Brexit: All you need to know about the UK leaving the EU](http://www.bbc.com/news/uk-politics-32810887)” * “[The Brexit Briefs](https://harvardgazette.files.wordpress.com/2016/06/economistbrexitbriefs16.pdf)”   You are part of the editorial board for the local news, and your role is to present current topics regarding international affairs. Your next assignment involves your narrative and opinion on Brexit.  **Develop** an opinion article of 150 to 200 words on your views of Brexit.  **Post** your article as a journal entry by 11:59 p.m. EST on Sunday. | | 2.1, 2.3 | Journal = **1 hour** |
| **Research Project: Part 2**  **Complete** and **submit** the Research Project: Part 2, demonstrating your progress in the course by 11:59 p.m. EST on Sunday. | | COURSE | Guided Project = **1 hour** |
| **Total** |  |  | **8 hours** |

|  |  |  |  |
| --- | --- | --- | --- |
| Week Three: International Trade | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the policy instruments used by governments to influence international trade flows. | | CLO2, 3, 4, 5 | |
| * 1. Describe the different theories of foreign direct investment and their associated benefits and costs. | | CLO2 | |
| * 1. Examine the exports and imports of U.S. | | CLO1, 2, 4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Week 3 Video**  **View** the Week 3 video.  **Post** any questions or comments to the General Questions & Discussion forum. | | 3.1, 3.2, 3.3 | Lecture Activity = **1 hour** |
| **Trade Policy Instruments**  **Read** the article “[Trade Policy Instruments](http://www.conveylive.com/a/Trade_Policy_Instruments).”  **Post** any questions or comments to the General Questions & Discussion forum. | | 3.1 | Lecture Activity = **1 hour** |
| **International Trades**  **Review** the following resource for further study into international trade and agreements:   * “[The EU Institutions Explained By Their Presidents](http://www.youtube.com/watch?v=d0diZ48_q7U)”[9:12]   **Post** any questions or comments to the General Questions & Discussion forum. | | 3.1, 3.2 | Lecture Activity = **1.5 hour** |
| **Free Trade**  **Read** the following articles to understand the debate surrounding free trade:   * “[The Arguments Against Free Trade](http://economics.about.com/od/international-trade/a/The-Arguments-Against-Free-Trade.htm)” * “[The Argument For Free Trade](http://www.infoplease.com/cig/economics/argument-free-trade.html)”   **Post** any questions or comments to the General Questions & Discussion forum. | | 3.1, 3.2, 3.3 | Lecture Activity = **1.5 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Free Trade Agreements**  **Read** the following articles:   * “[Free Trade Agreement: Types and Examples](https://www.thebalance.com/free-trade-agreement-types-and-examples-3305897)” * “[Multilateral Trade Agreements: Pros, Cons, and Examples](https://www.thebalance.com/multilateral-trade-agreements-pros-cons-and-examples-3305949)”   **Pos**t a clear and logical response in 150 to 200 words to the following, providing specific examples to support your answers.   * What types of agreements are there? What are the pros and cons of those trade agreements? Provide examples.   **Note.** Initial answers to the questions are due by 11:59 p.m. EST on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. EST on Sunday. | | 3.1 | Discussion: one post and replies to three other posts = **1 hour** |
| **Discussion: Foreign Direct Investment**  **Read** the article “[Foreign Direct Investment](https://www.investopedia.com/video/play/foreign-direct-investment/).”  **Pos**t a clear and logical response in 150 to 200 words to the following, providing specific examples to support your answers.   * What are the strategies and the benefits of each strategy? Explain your responses. Use additional research, if necessary.   **Note.** Initial answers to the questions are due by 11:59 p.m. EST on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. EST on Sunday. | | 3.2 | Discussion: one post and replies to three other posts = **1 hour** |
| **Journal: Imports and Exports**  **Read** the following articles on imports and exports in the U.S.:   * “[United States Top 10 Imports](http://www.worldstopexports.com/united-states-top-10-imports/)” * “[United States Top 10 Exports](http://www.worldstopexports.com/united-states-top-10-exports/)”   **Write** a brief journal post of 200 to 300 words concerning your findings from the articles. Were there any surprises? What did you find most revealing? Where do you see the future for the exports and imports as they relate to the U.S.?  **Post** your journal entry by 11:59 p.m. EST on Sunday. | | 3.1, 3.3 | Blog = **1 hour** |
| **Research Project: Part 3**  **Complete** and **submit** the Research Project: Part 3 demonstrating your progress in the course by 11:59 p.m. EST on Sunday. | | COURSE | Guided Project = **1 hour** |
| **Total** |  |  | **9 hours** |

|  |  |  |  |
| --- | --- | --- | --- |
| Week Four: Foreign Exchange, Entry Strategies, and Trade | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Analyze the general functions of the foreign exchange market, including spot and forward exchange rates. | | CLO1, 2, 3, 5 | |
| * 1. Assess the different strategies companies can utilize when entering foreign markets. | | CLO1, 2, 6 | |
| * 1. Examine the role and functions of the World Trade Organization, World Bank, and the International Monetary Fund. | | CLO2, 5 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Week 4 Video**  **View** the Week 4 video.  **Post** any questions or comments to the General Questions & Discussion forum. | | 4.1, 4.2, 4.3 | Lecture Activity = **1 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Market Forces**  **Read** the following articles on business strategies:   * “[MarketEntry Strategies](http://www.tradestart.ca/market-entry-strategies)” * “[Porter's 5 Forces](https://www.investopedia.com/terms/p/porter.asp)”   **Pos**t a clear and logical response in 150 to 200 words to the following, providing specific examples to support your answers.   * How would you rank the strategies? What is your rationale for that ranking?   **Note.** Initial responses are due by 11:59 p.m. EST on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. EST on Sunday. | | 4.2 | Discussion: one post and replies to three other posts = **1 hour** |
| **Discussion: Global Organizations**  **Read** the following article, as it describes the “[World Trade Organization (WTO) World Bank (WB) and the International Monetary Fund (IMF)](https://www.investopedia.com/articles/investing/070715/confused-how-imf-world-bank-wto-differ.asp).”  **Pos**t a clear and logical response in 150 to 200 words to the following, providing specific examples to support your answers.   * Describe the three organizations and their functions? Do you think they are important to the global environment? Why?   **Note.** Initial responses are due by 11:59 p.m. EST on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. EST on Sunday. | | 4.3 | Discussion: one post and replies to three other posts = **1 hour** |
| **Importance of Accounting**  Accounting is important because it is the language of business. As a consultant, your job is to explain the necessity for international business leaders to have a basic knowledge of international accounting. You have recently been tasked to write a blog post on this importance.  **Read** this [text about accounting and international business](https://2012books.lardbucket.org/pdfs/challenges-and-opportunities-in-international-business/s19-understanding-the-roles-of-fin.pdf).  **Review** the Key Takeaways on p. 809 to assist with your writing.  **Write** a report of 200 to 250 words, explaining why having an international accounting overview is important. Provide specific examples using information from the article reading.  **Note.** Submission must be posted by 11:59 p.m. EST on Sunday. | | 4.1 | Blog = **2 hours** |
| **Exchange Rates Presentation**  You and your friends are planning to travel to another country. You are well aware that your friends are not adept with international currency and exchange rates. Since you have taken an international business course, you want to share your knowledge on exchange rates with your friends.  **Create** a presentation that explains exchange rates and walks them through the process.  **Use** the following sources to assist you in your presentation:   * [Foreign Exchange Rate: Meaning and Exchange Rate Determination](http://www.economicsdiscussion.net/foreign-exchange/foreign-exchange-rate-meaning-and-exchange-rate-determination/6449) * [The Determinants of Exchange Rates and Managed Exchange Rate Systems](https://www.youtube.com/watch?v=ci0LTZt7Fjs) [17:43] * [Factors which influence the exchange rate](https://www.economicshelp.org/macroeconomics/exchangerate/factors-influencing/)   **Create** a 5- to 7-slide presentation describing your understanding of how and why exchange rates are established.  **Provide** examples of the different exchange rates.  **Submit** your presentation by 11:59 p.m. EST on Sunday. | | 4.1, 4.2 | Presentation = **2 hours** |
| **Research Project: Part 4**  **Complete** and **submit** the Research Project: Part 4 demonstrating your progress in the course by 11:59 p.m. EST on Sunday. | | COURSE | Guided Project = **1 hour** |
| **Total** |  |  | **8 hours** |

|  |  |  |  |
| --- | --- | --- | --- |
| Week Five: Marketing and Human Resource Management | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain how the marketing functions are implemented in a global business. | | CLO1, 3, 6 | |
| * 1. Analyze the strategies and roles of human resource management in the international business. | | CLO1, 3, 6 | |
| * 1. Understand the requirements for a foreign company to do business in the U.S. | | CLO1, 3, 6 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Week 5 Video**  **View** the Week 5 video.  **Post** any questions or comments to the General Questions & Discussion forum. | | 5.1, 5.2, 5.3 | Lecture Activity = **1 hour** |
| **Global Marketing**  **Read** the following articles on global marketing:   * “[What Business Are You In? Classic Advice from Theodore Levitt](https://hbr.org/2006/10/what-business-are-you-in-classic-advice-from-theodore-levitt)” * “[Five Challenges For Tomorrow's Global Marketing Leaders: Study](https://www.forbes.com/sites/onmarketing/2012/08/21/five-challenges-for-tomorrows-global-marketing-leaders-study/#41e33087484f)” * “[Global Marketing: What You Need to Know](http://www.forbes.com/sites/patrickspenner/2012/05/17/global-marketing-what-you-need-to-know-2/)”   **Post** any questions or comments to the General Questions & Discussion forum. | | 5.1, 5.3 | Lecture Activity = **1 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Multimedia: Doing Business in the U.S.**  Before completing the multimedia activity, **read** the article “[Doing Business In The United States: An Overview For Foreign Companies](https://harrisbricken.com/blog/business-united-states-overview-foreign-companies/).”  **Complete** the Doing Business in the U.S. activity.  **Save** a copy of the PDF document after completing the activity.  **Submit** the document as proof of completion by 11:59 p.m. EST on Sunday. | | 5.3 | Multimedia Activity = **1 hour** |
| **Discussion: Doing Business in the U.S.**  After completing the Multimedia: [Doing Business in the U.S.](http://www.synergiseducation.com/academics/schools/Gwynedd-Mercy/bus212/doing-business-in-the-us/multimedia/story_html5.html), **review** the article “[Doing Business In The United States: An Overview For Foreign Companies](https://harrisbricken.com/blog/business-united-states-overview-foreign-companies/).”  **Pos**t a clear and logical response in 150 to 200 words to the following, providing specific examples to support your answers.   * If you are a foreign company wanting to do business in the U.S., which foreign country would you use as an example, and what type of business would you be interested in pursuing? What are some items listed in the article that you would be most concerned with based on your business and country?   **Note.** Initial responses are due by 11:59 p.m. EST on Thursday.  **Respond** to at least threestudents in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. EST on Sunday. | | 5.3 | Discussion: one post and replies to three other posts = **1 hour** |
| **Global Competitiveness Report**  **Follow** the instructions in the Global Competitiveness Report to view a country’s rank and score based on the 3 categories: 1. Basic requirements, 2. Efficiency enhancers, and 3. Innovation and sophistication factors. Usethis information to help you complete this assignment.  **Choose** one of the top 10 countries provided in the [Global Competitiveness Index](https://www.weforum.org/reports/the-global-competitiveness-report-2017-2018) website.  **Choose** one section within each of the categories: 1. Basic requirements, 2. Efficiency enhancers, or 3. Innovation and sophistication factors.  **Define** each chosen section within the categories, and **explain** what the ranking and score mean for the country.  **Write** a 250- to 350-word report explaining your findings by 11:59 p.m. EST on Sunday.  **Format** your paper according to APA guidelines. | | 5.1, 5.3 | Discussion: one post and replies to three other posts = **1 hour** |
| **HRM Strategies Report**  **Read** the article “Introduction to the Global Human Resources Discipline.”  **Write** a report based on your reading in 200 to 350 words regarding the factors human resource management must consider when developing a global human resource strategy.  **Explain** why these factors are important and your strategy of development.  **Submit** your report by 11:59 p.m. EST on Sunday. | | 5.2 | Report = **1 hour** |
| **Journal: Reflection**  **Reflect on your learning during the past five weeks, and share your thoughts about pursuing a career in international business. Is this a field you would be interested in pursuing further? If so, what would that business be? If not, why not? This course has introduced you to the basics of international business, what are some factors of interest and factors that were discouraging?**  **Post your journal entry** by 11:59 p.m. (Eastern time) on Sunday**.** | | VARIES | Journal = **1 hour** |
| **Research Project Final**  You have been working on the Research Project throughout this course. Be sure to review any feedback from the instructor and make any necessary improvements before the final submission.  **Review** the Research Project Guideline for an overview of the final project.  **Submit** your Research Project presentation by 11:59 p.m. (Eastern time) on Sunday. | | COURSE | Project = **2 hours** |
| **Total** |  |  | **9 hours** |

# Breakdown of Academic Instructional Equivalencies

|  |  |
| --- | --- |
|  | **AIE Hours** |
| **Week 1** |  |
| Required | 7 |
| Supplemental | 1 |
| **Week 2** |  |
| Required | 8 |
| Supplemental |  |
| **Week 3** |  |
| Required | 9 |
| Supplemental |  |
| **Week 4** |  |
| Required | 8 |
| Supplemental |  |
| **Week5** |  |
| Required | 9 |
| Supplemental |  |
|  |  |
| **Total Required Hours** | 41 |
| **Total Supplemental Hours** | 1 |
| **Total Hours** | 42 |