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70-100A Global Business

Tuesdays and Thursdays, 11:00 am–12:20 pm

Semester: Spring 2025

Location: TEP 3801

Course Number and Section: 70-100, Section A

Required Course Materials

Text: *Global Business Today*, 12e (2024). Hill, C. W. L., & Hult, G. T. M. McGraw-Hill. Available at Campus Store

Instructor Information

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TA/Grader Information

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Course Description

This course aimed at non-Tepper BA students is designed to provide students with a broad overview of how companies determine goals and analyze, formulate and implement strategies to compete in today's interconnected marketplace. In this ever-changing global business environment, companies face a plethora of complex decisions relating to creating and marketing innovative products to culturally diverse populations, entering and exiting foreign markets, and organizing and optimizing

¹ Pronounced "Ree-maa Buh-taa-char-yeah"; Please feel free to call me as *Professor, Prof B, Dr. B, Dr. Rima* or just *Rima*.

² Emails should start with **70-100A** in the title. Please make sure the subject of the email reflects the issue/question. Use the terms *important*, *urgent* and *time-sensitive* if you need my immediate attention.

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their supply-chain activities. Through this class, students will learn about the core functional areas in a business enterprise and become familiar with the current challenges and opportunities relating to globalization, sustainability, ethics and the role of AI that companies face today.

Learning Tools

This course employs a hybrid pedagogical approach to support blended student learning by complementing in-class face-to-face instruction with novel forms of learning technology such as the use of collaborative generative AI, use of relevant video and current business cases and use of digital books and smart educational platforms conducive to adaptive learning. Additionally, the class has team business presentations where students collaborate and learn from their peers along with opportunities to meet and interact with reputed industry experts as guest speakers.

Learning Outcomes

Upon completing this course, students will be able to:

1. Analyze how a company operates and attains sustained competitive advantage in the current competitive global business environment through business case assignments and simulations.
2. Apply business concepts and frameworks relating to marketing, accounting, finance, strategy and management to analyze business organizations.
3. Identify and assess real world global challenges and opportunities a company faces and develop effective strategies to address them.
4. Develop awareness for diverse viewpoints and ethical business practices.
5. Develop and deliver effective leadership, analytical and teamwork skills through group projects.
6. Develop effective business writing and oral communication skills.

Course Website

The course website on Canvas is extremely important and **students must check the website regularly** to access all relevant materials for our course which can be found under the Spring 2025 term. The following materials will be available in the course website:

1. Syllabus and Class Schedule
2. Slides and assigned materials (articles, mini and video cases etc.) for each class
3. Animated Lecture Videos and PowerPoints
4. Class Discussion Board with reflection questions
5. Business Simulation Exercises
6. Exams, Practice Exams, Study Guides, Review/Prep Materials
7. Assignment Submission folders containing: Guidelines, Assignment Deadlines, Grading Rubric, Sample Assignments for reference, and Team Presentation Schedules
8. Important announcements and relevant updates with respect to the class.

Grading Methodology

Please note that the instructor reserves the right to modify this syllabus at their discretion.

Your course grade will be dependent on the numerical points or score you receive for each class assessment (listed in the next section) of the course grading scheme. Grades will not be rounded. The grading scheme is as follows:

Grade	Percentage Interval
A	90-100+
B	80-89.9
C	70-79.9
D	60-69.99

Assessments

The final course grade will be calculated using the following categories:

Assessment	Weight <i>Percentage of Grade</i>	Pts
1. Class Attendance & Participation	10%	10
2. Midterm Exam (Individual)	30%	30
3. Final Exam (Individual)	30%	30
4. Global Business (GB) Case (Written Report & Oral Presentation) <ul style="list-style-type: none"> Oral Presentation Written Report 	20%	20
5. Video Cases <ul style="list-style-type: none"> VC Quiz 1 page Reflection 	5%	5
6. Cross-Cultural Communication (CCC) AI Assignment	5%	5
Total	100%	100
<i>Extra Credit Opportunities (Optional)*</i>	<i>3% (extra points)</i>	<i>3*</i>

See **Course Requirements & Grading Policies** below for each listed component of the course grade

Course Requirements & Grading Policies

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1. Class Attendance and Participation (10%)

Class participation includes the following components: (1) attendance of scheduled classes, (2) participation in all classes and (3) class professionalism.

Class Attendance

Students are expected to attend scheduled class sessions on the dates listed in the Course Schedule (starting p.9). Please check the dates of the class to ensure that you are present and are counted for those class sessions to receive class attendance credit.

There may be legitimate reasons for why a student cannot attend a particular class. For this purpose, **every student will be allowed two excused absences** from class for any reason (such as medical, professional or personal) – no documentation is necessary. However, beyond those two excused absences, students will need to attend all remaining classes to receive full attendance credit.

Class Participation

Students are expected not just to attend class but also to actively participate in the class throughout the semester in order to attain a satisfactory grade in this component. Participation points will be awarded for participating in all in-class and out-of-class activities (video cases, mini-cases, Q&A with Guest Speakers, Canvas discussion board questions etc.) as well as the quality of your contributions. Participation by students for every class will be noted by the instructor and TAs throughout the semester.

Class Professionalism

Class professionalism is an included part of class participation. Professionalism is an important managerial skill. As such, it is important to maintain a professional and respectful attitude in class interactions towards the instructor, TAs, guest speakers and other students at all times.

NOTE: *Class Professionalism extends beyond the class to online etiquette as well. Please always be mindful and respectful in your email and online communication with the instructor, TAs and other students.*

2.Exams (2 exams; total 60%)

There are two exams in this class—a midterm and a final. These two exams will be related to assigned chapter readings and content covered up until the class prior to the exam and will be posted on Canvas on the assigned dates. Please see the course schedule for the dates and coverage of these exams. Answers to exam questions will be uploaded on Canvas only after all students have taken the exam.

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NOTE: *It is the student's responsibility to notify the instructor in advance of missing any of the exams. Failure to notify the professor within 1 week will result in an automatic F on the missed exam.*

3.Global Business Case (GBC) Written Report & Presentation (20%)

For this assignment, students are expected to create a 5-6-page business case (12-point font, 1.5 spacing) on a global company based on current business news from reputed sources such as Wall Street Journal, Business Insider, Reuters, The Economist, FT.com etc. Students are expected to work in teams to analyze a company using business concepts and frameworks covered in class. Each small team is required to present their analysis in class (10 minutes) and submit their written report at the end of the semester listed in the Course schedule (see p. 9) and on Canvas.

The case assignment schedule with the in-class team presentation date and the assigned team members will be available on Canvas once teams are formed. The instructor reserves the right to make adjustments in the groups depending on the size of the groups, total number of students registered for the course and the number of students who may add/drop the course.

More detailed instructions on how to prepare and organize the report and presentation, assessment rubric and guidelines on how to conduct case analysis will be discussed in depth in class and posted on Canvas. Please refer to those documents when preparing with your team: available on Canvas (under *Assignments > Global Business Case Report & Presentation*). **The written report is worth 10 points. The class presentation is worth 10 points. The total is 20 points. Peer Evaluations for Team Case Presentation and Report**

Peer Evaluations for Team Case Presentation and Report (Optional)

Peer evaluations will be available for assessing the contribution each team member makes to the final group project. However, it is highly recommended that you arrange an online meeting with the instructor at the first sign of any issues or challenges with your assigned group.

NOTE: *Students are expected to submit their Microsoft PPT and written report by 11:59 pm EST on the date their presentation is due. Please make sure to check your assigned date for this assignment ahead of time.*

*If you are unable to make a date, please let the instructor know ahead of time so that you can be assigned for another date. **Late submissions will result in a loss of two points per day late.***

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4. Video-Case Discussion Questions Submission (5%)

Throughout the course there will be three video cases shown in class. Students **are expected to submit a 1-page reflection report** for each of the Video Cases on Canvas by the assigned deadline.

Please make sure to include your name, the date of the class and the name of the case to ensure your submission is accurately recorded.

More detailed instructions, assessment rubric for this assignment will be available on Canvas (under *Assignments > Video Cases*). **Each video case submission is worth 5 points. *Late submissions will result in a loss of two points per day late.***

5. Cross-Cultural Communication (CCC) AI Assignment (5%)

This innovative assignment is designed to enhance students' cross-cultural communication skills and deepen their understanding of cultural nuances within an international business context, particularly during high-stakes scenarios such as international mergers and acquisitions and strategic alliances.

By adopting a Co-AI (Collaboration with Artificial Intelligence) approach, student teams will explore the intersection of collaborative and generative AI tools where student teams representing a US multinational corporation will get the opportunity to interact with an AI generated avatar representing a CEO of a foreign multinational corporation culminating in a practical negotiation simulation for a prospective strategic alliance.

More detailed instructions for this assignment will be available on Canvas (under *Assignments > CCC Assignment*). ***Late submissions will result in a loss of two points per day late.***

Extra Credit Opportunities

The instructor reserves the right to offer *extra credit opportunities* for students. The course will have distinguished guest speakers and industry experts from reputed multinationals in the classroom who will share their real-world business knowledge and insights related to the course content – attendance and participation in these sessions will provide extra credit.

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Citations Guidelines and Academic Integrity

As per Carnegie Mellon University's official academic integrity policy, "it is the responsibility of each student to produce her/his own original academic work. Collaboration or assistance on academic work to be graded is not permitted unless explicitly authorized by the course instructor(s). Students may utilize the assistance provided by the Student Academic Success Center and the Academic Resource Center (CMU-Q) unless specifically prohibited by the course instructor(s). Any other sources of collaboration or assistance must be specifically authorized by the course instructor(s).

In all academic work to be graded, the citation of all sources is required. When collaboration or assistance is permitted by the course instructor(s) or when a student utilizes the services provided by the Student Academic Success Center and the Academic Resource Center (CMU-Q), the acknowledgement of any collaboration or assistance is likewise required. This citation and acknowledgement must be incorporated into the work submitted and not separately or at a later point in time. Failure to do so is dishonest and is subject to disciplinary action."

The most common academic integrity problems in the classroom include cheating, plagiarism and unauthorized assistance on class assignments and exams. For definitions, clarification and specific examples of these academic integrity violations please reference:

<https://www.cmu.edu/policies/student-and-student-life/academic-integrity.html>

NOTE: Any violations to the academic integrity policy on exams and assignments **will result in an automatic F** on the compromised assessment(s) and will be reported to the CMU disciplinary board.

For papers, you are encouraged to use the **APA citation style**. Please reference the following CMU guide at <https://guides.library.cmu.edu/CitationManagement> for citation styles, management tools and helpful videos on how to apply them. If in doubt, please do approach me or the TAs for assistance, we will be happy to help you.

Please strive to maintain the highest academic standards.

AI Policy and Plagiarism

For the purposes of our class, the use of generative artificial intelligence (AI) for assignments is allowed for select assignments.

If the instructor or course graders determines the use of generative AI tools by students or student teams in this course for producing *the content or words* of any assignment, even a single sentence, they will be in immediate violation of the academic integrity policy outlined above resulting in an automatic F on the compromised assignment. Please contact the instructor if you have any doubts about what is permissible and not for an assignment.

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Accommodations for Students with Disabilities

For students with a disability and an accommodations letter from the Disability Resources office, kindly reach out to the instructor early in the semester so that they can arrange appropriate and specific accommodations that you may need for this course. If you suspect you have a disability and would benefit from accommodations but are not yet registered with the Office of Disability Resources, then please contact access@andrew.cmu.edu.

Diversity, Equity and Inclusion

CMU and the Tepper School are committed to creating and providing a diverse, equitable and inclusive culture and community to all our students. If you have encountered any incidence of bias or discrimination on the basis of your identity, please contact the *Center for Student Diversity and Inclusion* at csdi@andrew.cmu.edu or call (412) 268-2150 for justice and support, within the moment of the incident or after the incident has passed.

All reports will be documented and deliberated to determine if there should be any following actions. Regardless of the incident type, the university will use all shared experiences to transform our campus climate to be more equitable and just.

Student Wellness Resources

As a student, you may experience a range of challenges that can interfere with your learning, such as strained relationships, increased anxiety, substance use, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may diminish your academic performance and/or reduce your ability to participate in daily activities.

CMU services are available, and treatment does work. You can learn more about confidential mental health services available on campus at: <http://www.cmu.edu/counseling/>. Support is always available (24/7) from *Counseling and Psychological Services*: 412-268-2922

Copyrighted Material and Student Purchase Policy

This course uses course material that requires students to pay an additional course fee. The course material is secured by the Tepper School because it is otherwise unavailable and directly provided to each student. This course may use third-party course material that is not available for individual purchase from the publisher. If so, the third-party course material will be secured and provided by the Tepper School to students enrolled in the course, and students enrolled in the course will be required to pay to the University the associated additional course materials fee for the third-party course material provided. The amount of the course materials fee is dependent on the University's cost of the particular materials provided, and typically ranges from \$13 to \$75.

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Course Schedule

Chronological Outline of Class Dates, Topics & Assessment Deadlines

NOTE: Any and all announcements, updates and changes will be announced ahead of time in class and also via Canvas—*Please make sure to check your CMU email and the Canvas site regularly!*

Class	Date	Theme/Topic	Assessments
1	Tues 1/14	Welcome & Class Organization <i>*Review of syllabus, course schedule, team assignments</i>	
2	Thurs 1/16	Introduction to International Business and Globalization (1)	<i>GBC Final Team Assignment</i>
3	Tues 1/21	Introduction to International Business and Globalization (2)	
4	Thurs 1/23	Introduction to International Business and Globalization (3)	
5	Tues 1/28	Global Business External Analysis – PESTEL	
6	Thurs 1/30	Global Business Industry Analysis (1)– Porter’s 5 Forces, Pt 1	

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7	Tues 2/4	Global Business Industry Analysis (2)– Porter’s 5 Forces, Pt 2	
8	Thurs 2/6	Global Business Industry Analysis (3)– Porter’s 5 Forces, Pt 3	
9	Tues 2/11	GBC Advisement (Batch 1)	<i>GBC Draft due on Canvas for teams</i>
10	Thurs 2/13	GBC Advisement (Batch 2)	
11	Tues 2/18	Stakeholder Strategy & VIDEO CASE 1 <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams
12	Thurs 2/20	Global Supply Chains & Internal Analysis <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams
13	Tues 2/25	GUEST SPEAKER: Dr. Christopher Peace	<i>Sample Midterm</i>
14	Thurs 2/27	MIDTERM	
		SPRING BREAK – No Classes 3/4 & 3/6 (3/3 – 3/7)	
15	Tues 3/11	VIDEO CASE 2 <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams

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16	Thurs 3/13	GUEST LECTURE: Ken Ramoutar, CMO Lucas Systems <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams Video Case 1 Due
17	Tues 3/18	Business & Corporate Strategy (1) <i>Global Business Case Presentations</i>	GBC PPT due for assigned teams
18	Thurs 3/20	VIDEO CASE 3 <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams
19	Tues 3/25	Business & Corporate Strategy (2) <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams
20	Thurs 3/27	Business & Corporate Strategy (3) <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams Video Case 2 Due
21	Tues 4/1	International Business Culture <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams
	Thurs 4/3	NO CLASS – Spring Carnival	
22	Tues 4/8	Global Strategy (1) <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams Video Case 3 Due
23	Thurs 4/10	Global Strategy (2) <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams
24	Tues 4/15	GUEST LECTURE: Pete Hanlon, Chief of Finance at Bayer	Sample Final
25	Thurs 4/17	Final Exam Review/Prep <i>Global Business Case Presentations</i>	GBC PPT due on Canvas for assigned teams
26	Tues 4/22	FINAL EXAM	DEADLINE: GBC Written Report CCC Assignment