

Eastern Oregon University Course Syllabus

Number of Course:

BA 380

Name of Course:

Principles of Global Business

Catalog Description:

This course is an introduction to the cultural, financial, marketing, management and operational aspects of business in a globalized economy. It will prepare students to be competent business professionals in the continually evolving global environment and to meet the challenges and complexities associated with globalization. Special emphasis is given to cultural factors, fostering a global mindset, and understanding the role of global enterprises.

Credit Hours:

4

Required Texts or Suggested Materials:

Link to the EOU Bookstore: [Eastern Oregon University Bookstore \(opens in new tab\)](#)

Prerequisites:

BA 312 and 321 or consent of instructor.

Learning Outcomes:

Upon successful completion of this course, students should be able to:

1. Demonstrate how the global environment affects specific business decisions and functions such as management, production, finance, marketing, and human resources.
2. Analyze the impact of globalization and technology on national economies, political systems, culture, communities, and people.
3. Exhibit knowledge of current global issues, processes, trends, and systems.
4. Interpret interconnections among global issues, processes, trends, and systems.
5. Explain one's culture in a global business and comparative context.
6. Demonstrate self-knowledge about global business circumstances and competencies.

Course Requirements:**Participation/Discussion Forums/Online Activity:**

Discussion and analysis of relevant topics will form the foundation of the course. Topics will be selected from the textbooks and additional materials delivered by the instructor. This course is designed around an interactive class venue in which students will share their experiences and research.

Case Studies:

Selected cases will be assigned throughout the course. These may be assigned both as group projects to be done during our classroom time and as individual assignments. Details of these cases will be provided on Blackboard and will be reviewed in the first class meeting.

Article Reviews/Exercises:

Throughout the course, students will review articles on global business from the established media and write a brief summary and critique. Students are encouraged to explore news items on their chosen research paper topic. Additional exercises related to the reading and discussion topics may also be assigned.

Team Country Presentations:

Teams will select a focus country and develop a business feasibility report, analyzing both the business environment and culture in order to complete an opportunity assessment. (If given \$100 million, would you invest it in a business opportunity in this country?) The project may include:

- a company overview (current economic, political, social, and legal systems),
- a survey of cultural practices, an assessment of management and human resource issues,
- financial, currency, and trade policies.

The purpose of this project is not to simply describe the selected country and its attributes, but instead to offer a feasibility study of doing business within the country. In essence, this document could be offered as a consulting report to businesses wishing to engage in global business or trade with the country of choice. Students will present their findings to the class. Teams will be graded on both content and delivery. Visual aids are encouraged. No two teams will report on the same country and the choices must be approved by the instructor.

Individual Research Paper:

Students will research a topic related to global business. Topics could include, but are not limited to, subjects outlined in the text. This research paper should reflect a thorough understanding of global business practices, cultural differences, laws, economies, and global management functions. The papers will be due at the end of the term. A specific date will be announced in class and posted online. Papers should be approximately 6-8 pages in length (excluding the cover, reference, and appendices pages) and incorporate both course material and outside resources. Use APA style writing for formatting, citation, and references. Students will share their research findings with the class via a formal presentation on the last day of class.

Individual Research Paper Presentation:

Students will present their research findings in a professional presentation during the last class meeting.

Grading Policies:

Letter Grades are determined as follows:

Means of Assessment:

Learning Outcome	Assessment instrument	Percent of Total Grade
1, 2, 3	Case Studies	Assignment – 13%

Learning Outcome	Assessment instrument	Percent of Total Grade
3, 4	Article Reviews and Exercises	Assignment – 22%
1, 2, 4, 5,6	Team Country Presentations	Assignment – 15%
4,5, 6,	Individual Research Paper	Assignment – 20%
4,5, 6	Presentation of Research Paper	Assignment – 8%
1-6	Participation/Discussion Forums	Assignment – 22%

This course will also serve to address the University's ACCU LEAP Outcomes:

- Knowledge of Human Cultures and the Natural World (sciences, social sciences, mathematics, humanities, histories, languages, arts)
- Intellectual and Practical Skills (communication, inquiry, critical and creative thinking, quantitative literacy, teamwork in diverse groups, problem solving)
- Personal and Social Responsibility (civic engagement, ethical reasoning, intercultural knowledge and action, lifelong learning)
- Integrative and Applied Learning (the capacity to adapt knowledge and skills to new settings)

Brief Outline of Course:

Globalization describes a phenomenon in which people and organizations become more interconnected and freer to traverse previously established borders and national barriers. Although this trend offers many opportunities for business and management, it can also be fraught with risk. Managing in a global environment is complex and the impact of globalization on managers is significant. In addition to a wider range of consumers, global businesses must answer to increased layers of stakeholders. Stakeholders are no longer limited to one country or one society, but emerge from many different points around the world. They may come in the form of customers, employees, watch dog organizations, politicians, and industry participants. As global managers reach out to new markets they must develop knowledge of many societies, customs, and cultures in order to succeed. The global manager of today and tomorrow will need to be armed with an awareness of business, national culture, and context. This course will serve as an introduction to global business with its unique challenges and opportunities.

Time and place of the course:

Campus, On-site, or Online meeting

General Education Category and Outcomes:

This course is an upper division elective within the Global Business Concentration in the Business Administration degree program.

University Writing Requirement Outcomes:

This class does not qualify as a UWR course.

Writing Center Statement:

The EOU Writing Center provides a place — physical or virtual — where every EOU student can find an interested, responsive reader. Writing tutorials are free of charge for EOU undergraduate and graduate students and are available for writing at any course level and for writing resumes, job letters, and graduate applications. For drop-in hours or to schedule in-person, synchronous online, or asynchronous online tutoring, please visit the EOU Writing Center: [Writing Center – Eastern Oregon University \(opens in new tab\)](#).

Classroom Decorum:

[Insert text here]

Academic Misconduct Policy:

Eastern Oregon University places a high value upon the integrity of its student scholars. Any student found responsible for an act of academic misconduct (including but not limited to cheating, unauthorized collaboration, fabrication, facilitation, plagiarism or tampering) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or a combination of these.

Accommodations/Students with Disabilities Policy:

Any student who feels they may need accommodation for any type of disability must contact the Disability Services Office in Loso Hall, Room 233. Phone: 541-962-3081.

Disclaimer:

This standard syllabus provides only general information on the course. For those enrolled in the course a detailed syllabus will be provided by the Instructor at the beginning of the term. Please keep in mind that not all courses are offered every year.

Date:

6/1/18