Syllabus for DBA-8010

The Global Business Context: Trends, Issues, and Markets

Course Description

The Global Business Context: Trends, Issues, and Markets provides a strategic analysis of the contemporary influences on globalization. Under investigation are the technological, sociocultural, demographic, political, legal, economic, and environmental factors in establishing and fostering worldwide business entities. Through course readings and projects, students will critically evaluate topics such as trending opportunities, emerging markets, barriers to entry, national cultures and social structures, and contingency planning. Students will also debate cases on international financial management, cross-cultural leadership, and various negotiation styles.

Topics

- Globalization trends and forces of globalization
- Cross-cultural communications and negotiations
- Emerging markets
- Management of political risks
- Sociocultural and legal challenges
- Technological forces
- Entry strategies and barriers
- Foreign direct investments
- International finance
- Global marketing
- International human resources
- Ethical issues
- Motivation and leadership across cultures

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- Management of cross-cultural teams

Course Objectives

After completing this course, you should be able to:

CO 1 Evaluate the operational, technological, cultural, and economic challenges that face global businesses.

CO 2 Analyze global ethical dilemmas and the consequences of corporate corruption.

CO 3 Evaluate international entry strategies, negotiation styles, and business opportunities.

CO 4 Assess foreign exchange markets and elements of exchange rates.

CO 5 Examine the implications of marketing globally.

CO 6 Compare differences in motivation and leadership across cultures.

Study Materials

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. Please visit the following website to purchase course materials: University's textbook supplier.

Required Textbook(s)

- De Kluyver, C. (2012). *Fundamentals of global strategy*. Saylor Academy Open Textbooks.

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Course Structure

The Global Business Context: Trends, Issues, and Markets is a 3-credit, online course consisting of 8 modules. Modules include an overview, topics, learning objectives, study materials, and activities. Module titles are listed below.

- **Module 1: Drivers of Globalization, Challenges, and Culture**
  Course objectives covered in this module: CO 1, CO 3

- **Module 2: Global Entry and Expansion Strategies**
  Course objectives covered in this module: CO 3

- **Module 3: Foreign Exchange Markets**
  Course objectives covered in this module: CO 4

- **Module 4: Marketing Globally**
  Course objectives covered in this module: CO 5

- **Module 5: International Negotiations**
  Course objectives covered in this module: CO 1, CO 3

- **Module 6: International Human Resource Recruitment**
  Course objectives covered in this module: CO 1

- **Module 7: Ethical Dilemmas**
  Course objectives covered in this module: CO 2

- **Module 8: Leadership and Motivation Across Cultures**
  Course objectives covered in this module: CO 6

Assessment Methods

You are required to participate in the following for formal work in the course:

- Write online discussion forum posts
- Participate in synchronous events

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- Complete written assignments
- Finish a final project

See below for details.

Consult the Course Calendar for due dates.

Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is available in this Plagiarism Detection Tool Google document.

Discussion Forums

In addition to an ungraded Introductions Forum, you are required to complete **8** discussion forums. The discussion forums are on a variety of topics associated with the course modules.

Communication with your mentor and among fellow students is a critical component of online learning. Participation in online class discussions involves two principal activities: an initial post to a discussion question and at least one meaningful response to a classmate's original post.

- An initial post should articulate views supported by research, professional white papers, and evidence-based practice, moving beyond opinion to expert perspectives.

- A meaningful response to a classmate's original post should be relevant to its content, add value, and advance the discussion. This entails posing questions and sharing ideas.

At the doctoral level, discourse requires a scholarly voice, careful analysis of evidence, and engagement in the academic literature. Therefore, you must support your views with published research and professional resources.

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Your participation in discussion forums should be timely, constructive, mature, and respectful. All postings should be well organized, documented, carefully written, and properly proofread and edited.

Synchronous Event

You are required to participate in **2** synchronous events. Your mentor will work with the class to propose a time that works best and accommodates the majority. For additional details, refer to **Module 4** and **Module 6**.

Consult the Course Calendar for due dates.

Written Assignments

You are required to complete **5** written assignments. The written assignments are on a variety of topics associated with the course modules.

Final Project

For the final project in this course, you will develop two business export plans, one for a product and the other for a service. The project is divided into multiple parts, and detailed instructions can be found within the Final Project area of the course. See the Course Calendar for due dates for each part of the final project.

Grading and Evaluation

Your grade in the course will be determined as follows:

- **8 online discussions** are worth **30% of your final grade.**
- **2 synchronous events** are worth **5% of your final grade.**
- **5 written assignments** are worth **35% of your final grade.**

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- The **final project** is worth **30% of your final grade.**
    - **Part 1: topic selection (Graded as approved/needs revision)** is worth **2% of your final grade.**
    - **Part 2A: group A business export plan** is worth **14% of your final grade.**
    - **Part 2 B: group B business export plan** is worth **14% of your final grade.**

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

- **A** is **93 to 100.**
- **A minus** is **90 to 92.**
- **B plus** is **88 to 89.**
- **B** is **83 to 87.**
- **C** is **73 to 82.**
- **F** is **any grade below a 73.**

To receive credit for the course, you must earn a letter grade of C or higher on the weighted average of all assigned course work (e.g., assignments, discussion postings, projects). Graduate students must maintain a B average overall to remain in good academic standing.

Strategies for Success

First Steps to Success

To succeed in this course, take the following first steps:

- Read carefully the entire syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.

- Take time to read the entire Student Handbook. The Handbook answers many questions about how to proceed through the course, how to schedule exams,

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and how to get the most from your educational experience at Thomas Edison State University.

- Arrange to take your examination(s) by following the instructions in this Syllabus and the Student Handbook.

- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.

- If you are not familiar with web-based learning, be sure to review the processes for posting responses online and submitting assignments before class begins.

Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Course Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and submitting the final project.

- Check Announcements regularly for new course information.

Using AI Ethically: A Guide for TESU Students

TESU's Academic Code of Conduct permits student AI use in support of their writing and research process-—not as a replacement for original writing.

Document AI use with an acknowledgment statement at the end of each assignment, noting the tools and prompts used. Cite any AI-generated content on the References page.

Please review Using AI Ethically: A Guide for TESU Students for more detailed

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information.

Commitment to Diversity, Equity, and Inclusion

Thomas Edison State University recognizes, values, and relies upon the diversity of our community. We strive to provide equitable, inclusive learning experiences that embrace our students' backgrounds, identities, experiences, abilities, and expertise.

Accessibility and Accomodations

Thomas Edison State University adheres to the Americans with Disabilities Act (ADA, 1990 and ADAAA, 2008) and Section 504 of the Rehabilitation Act of 1973.

The Office of Student Accessibility Services (OSAS) oversees requests for academic accommodations related to disabilities, including:

- A student who is pregnant, postpartum, or parenting a newborn who is not the birth parent [as covered under NJSA18A].
- Students requesting academic accommodation for a short-term or temporary illness.
- TESU students requesting academic accommodation for an injury.

Information can be found on the Office of Student Accessibility Services webpage.

Questions can be sent to ADA@tesu.edu.

Academic Policies

Familiarize yourself with all administrative and academic policies, including those related to the following list, to ensure success in all your academic endeavors and coursework at Thomas Edison State University:

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- Academic integrity
- Course late submissions
- Extensions for the course
- Grading policies

For more, see:

- University-wide policies
- Undergraduate academic policies
- Undergraduate course policies
- Graduate academic policies
- Graduate course policies
- Nursing student policies
- Nursing graduate student policies
- International student policies
- Academic code of conduct

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