

International Business: Global Commerce in the 21st Century

COURSE DESCRIPTION

International Business: Global Commerce in the 21st Century

From geography to culture Global Business is an exciting topic in the business community today. This course is designed to help students develop the appreciation, knowledge, skills, and abilities needed to live and work in a global marketplace. It takes a global view on business, investigating why and how companies go international and are more interconnected. The course further provides students a conceptual tool by which to understand how economic, social, cultural, political and legal factors influence both domestic and cross-border business. Business structures, global entrepreneurship, business management, marketing, and the challenges of managing international organizations will all be explored in this course. Students will cultivate a mindfulness of how history, geography, language, cultural studies, research skills, and continuing education are important in both business activities and the 21st century.

COURSE METHODOLOGY

- This is an inquiry-based course. Students will generate knowledge through online readings, asynchronous discussions with students and their instructor, interactions with online tutorials, and online and hands-on simulations.
- The instructor will act as a guide, a facilitator, an events planner, and a resource advisor. He/she will always be available through course message.
- The student must actively construct and acquire knowledge by being intrinsically motivated to succeed. To succeed, students must participate and complete all readings and activities. This course requires the student's active participation.
- Both formal and informal assessment methods will be used in the course. Informal assessment will include an evaluation of the quality and timeliness of participation in class activities. Formal assessment may include multiple-choice quizzes, tests, discussion board participation, and written assignments. A final exam will be given at the end of the course.

COURSE PARTICIPATION OBJECTIVES

This course for which you are registered is a college preparatory, academically rigorous course that covers an entire semester's worth of material. As such, it is important that you adhere to the following guidelines as you manage your time and commit to successfully completing all required coursework:

1. The requirements for this course are equivalent to completion of minimum of 90+ hours of class instruction at a traditional on-site high school
2. Assignments must be submitted for each unit as they are completed so that the teacher may review and assess your performance. Do not hold your work, you must submit each unit's homework as it is completed, demonstrating weekly assignment completions
3. You must log in regularly to your course to demonstrate continued participation, and completion of all course requirements, including assignments, assessments and discussion forums
4. You must complete your individual work and any incident of suspected cheating, plagiarism or collaboration on assignments violates the academic integrity expectations outlined at the time of your enrollment and can result in failure of the course or further action as deemed appropriate

Citizenship

Students are expected to conduct themselves in a responsible manner that reflects sound ethics, honor, and good citizenship. It is the student's responsibility to maintain academic honesty and integrity and to manifest their commitment to the goals of NUVHS through their conduct and behavior. Students are expected to abide by all NUVHS policies and regulations. Any form of academic dishonesty, or inappropriate conduct by students or applicants may result in penalties ranging from warning to dismissal, as deemed appropriate by NUVHS.

Communication

Throughout this course students will need to be in close contact with their instructor and fellow students. Students are expected to communicate via course message and electronic discussion boards. Therefore, students should plan on checking their course messages at least three times a week and participate in the discussion boards during the weeks they are live.

Instructors strongly encourage and welcome open communication. Clear, consistent, and proactive communication will ensure a successful experience in this course. It is the student's responsibility to notify the instructor immediately if and when a personal situation occurs that affects his/her performance in this class. Being proactive with communication will result in a quick solution to any problems that may occur.

COURSE OUTLINE

Unit 1: Introduction to Global Commerce

Many of us think of McDonald’s restaurant as synonymous with America. In fact, McDonald’s are all over the world, and some of their menu items even reflect the cuisine of the country they are in. In Italian McDonald’s, for example, they serve gelato, and in Russia they serve Bolshoi Macs. Altering their menu is one way that McDonald’s succeeds in overseas markets. This unit introduces you to some of global business’s most important topics. We will discuss globalization and describe its influence on markets and production and the forces behind its growth.

Learning Objectives

- Distinguish between domestic business and global business.
- Discuss global business dependency and importance.
- Describe basic global business activities.
- Identify various methods for getting involved in global business.
- Explain the components of the international business environment.
- Identify various measures of economic progress and development and describe the position of the United States in global trade.

Activities

Unit 1 Text Questions	Homework	10 points
Unit 1 Online Lab Questions	Homework	10 points
Unit 1 Discussion Assignment 1	Discussion	5 points
Unit 1 Discussion Assignment 2	Discussion	5 points
Unit 1 Quiz	Quiz	15 points

Unit 2: International Finance

When you reach into your pocket you might pull out a few coins or dollar bills what we call money. You probably take for granted that money is valuable, but under what standards is it valuable? Actually, the coins and bills you pull out of your pocket have little actual value, but why do they have value if you are purchasing a good or a service? In this unit, you will be introduced various monetary systems from around the world. We will discuss the components of money and various foreign exchange activities.

Learning Objectives

- Describe some of the monetary systems around the world.
- Discuss the exchange rate system between nations.
- Describe the common European currency.
- Calculate foreign exchange rates.
- Understand and discuss global banking strategies.

Activities

Unit 2 Text Questions	Homework	10 points
Unit 2 Online Lab Questions	Homework	10 points
Unit 2 Discussion Assignment 1	Discussion	5 points
Unit 2 Discussion Assignment 2	Discussion	5 points
Unit 2 Quiz	Quiz	15 points

Unit 3: Regional Integration

It can be said that a group can get more accomplished than a lone person, so is it also beneficial for a country to belong to a group that cooperates in trade agreements? In this unit, you will be introduced to regional economic integration. We will discuss political relationships in business, and you will learn about various ways countries can encourage and discourage global business. We will then explore how countries can band together to help each other in trade and look at the pros and cons of these agreements. We will also explore an example of regional integration by examining the European community's agreements.

Learning Objectives

- Describe laws and trade barriers that can discourage global business.
- Explain how political risks can disrupt global business activities.
- Explain government actions that can encourage global business activities.
- Identify the different levels of economic integration.
- Discuss the various arguments for and against economic integration.
- Understand the organization of the European community and its regional economic integration agreement.

Activities

Unit 3 Text Questions	Homework	10 points
Unit 3 Online Lab Questions	Homework	10 points
Unit 3 Discussion Assignment 1	Discussion	5 points
Unit 3 Discussion Assignment 2	Discussion	5 points
Unit 3 Quiz	Quiz	15 points

Unit 4: Trade Relations

In business, the money coming into a business minus the money going out of the business shows how well the business is doing. Businesses want this money to be on the positive side, but that is not always the case. In this unit, you will be introduced to the importance of trade relations and policies that control that trade. We will discuss various types of trade agreements and the various types of competitive markets.

Learning Objectives

- Discuss the importance of trade relations.
- Discuss the main types of trade agreements.
- Describe the goals and function of the General Agreement on Tariffs and Trade (GATT) and the North American Free Trade Agreement (NAFTA).
- Understand the nature of competition.
- Describe the relationship between forensic science and the criminal justice system.

Activities

Unit 4 Text Questions	Homework	10 points
Unit 4 Online Lab Questions	Homework	10 points
Unit 4 Discussion Assignment 1	Discussion	5 points
Unit 4 Discussion Assignment 2	Discussion	5 points
Unit 4 Quiz	Quiz	15 points

Unit 4: Trade Relations (Continued)

Midterm Exam Objectives

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first four units in this course (Note: You will be able to open this exam only one time.)

Midterm Exam Activities

Midterm Discussion	Discussion	5 points
Midterm Exam	Exam	50 points

Unit 5: International Legal Agreements

What are Philadelphia, Windows, Dove, and Apple? To many people Philadelphia is a city, and windows, dove, and apple are things found in a home or in nature. To others, these are cream cheese, computer software, soap, and a computer. To have a known product name means you must be aware of various legal terms. In this unit you will be introduced to various legal agreements around the world. You will learn about legal systems and liability. We will also explore legal contracts and how to resolve legal differences.

Learning Objectives

- Describe the legal systems upon which international law is based.
- Explain product liability.
- Understand laws and international trade agreements that protect property rights.
- Describe when an agreement has all the components of a contract.
- Understand and discuss the litigation process.

Activities

Unit 5 Text Questions	Homework	10 points
Unit 5 Online Lab Questions	Homework	10 points
Unit 5 Discussion Assignment 1	Discussion	5 points
Unit 5 Discussion Assignment 2	Discussion	5 points
Unit 5 Quiz	Quiz	15 points

Unit 6: Cultural Influences

Did you know that there is a Disney park in France called Euro Disney? The park was almost never opened because there was much opposition from the French, who disliked the introduction of so much American culture into France. In this unit, you will be introduced to how culture influences global business. We will discuss various cultures around the world, how culture influences social organizations, communication across cultures, and values around the world.

Learning Objectives

- Discuss influences of culture on global business activities.
- Explain the role of sub-cultures.
- Understand the role of societal influences on culture.
- Describe how communication affects global business success.
- Describe various reactions to cultural differences.

Activities

Unit 6 Text Questions	Homework	10 points
Unit 6 Online Lab Questions	Homework	10 points
Unit 6 Discussion Assignment 1	Discussion	5 points
Unit 6 Discussion Assignment 2	Discussion	5 points
Unit 6 Quiz	Quiz	15 points

Unit 7: Global Organizations

Have you ever thought about how a business gets started? Many businesses start with only one or two people. In fact, Apple, which today is a multinational corporation, was started by two men. In the international business market having an organizational structure will benefit the whole company. Just as a business plan acts as a blueprint for your business, planning your organization structure helps determine the talent you'll need to "build your business". In this unit we will discuss various business structures and the advantages and disadvantages of each.

Learning Objectives

- Explain the advantages and disadvantages of sole proprietorships, partnerships, and corporations.
- Describe the other forms of business ownership.
- Discuss the activities, characteristics, and concerns of multinational companies.
- Identify low-risk methods for getting involved in global business.
- Identify high-risk methods for getting involved in global business.

Activities

Unit 7 Text Questions	Homework	10 points
Unit 7 Online Lab Questions	Homework	10 points
Unit 7 Discussion Assignment 1	Discussion	5 points
Unit 7 Discussion Assignment 2	Discussion	5 points
Unit 7 Quiz	Quiz	15 points

Unit 8: Global Marketing and Logistics

Did you know that Americans are eating less cereal and more bagels, cereal bars and ready to go meals for breakfast? Because of this sales decline there has been increased international marketing efforts by cereal companies. Now cereal purchases in Britain and other European countries is gaining strength. After a product finds a market then the business must decide how to get its products or services to customers. In this unit, you will be introduced to global marketing, logistics, transportation, and distribution channels. We will discuss what global marketing and logistics consists of and how the cost of a product is affected when using global logistics.

Learning Objectives

- Understand the elements of the marketing mix.
- Discuss the steps in the new product development process and the marketing research process.
- Identify the factors that must be considered by businesses when setting prices.
- Describe the indirect and direct channels of distribution.
- Describe the elements of the promotional mix.

Activities

Unit 8 Text Questions	Homework	10 points
Unit 8 Online Lab Questions	Homework	10 points
Unit 8 Discussion Assignment 1	Discussion	5 points
Unit 8 Discussion Assignment 2	Discussion	5 points
Unit 8 Quiz	Quiz	15 points

Unit 8: Global Marketing and Logistics (Continued)

Final Exam Objectives

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from units five to eight in this course – the last four units.
(Note: You will be able to open this exam only one time.)

Final Exam Activities

Class Reflection Discussion	Discussion	10 points
Final Exam	Exam	50 points

HOW YOU WILL BE GRADED

For critical thinking questions, there are no right or wrong answers. For example, a question on your thoughts on why you think people are shy is a pretty open-ended type of question. Grades will be based on the depth of personal insight you present. **Do not simply agree or disagree** with an insight question. We are looking for critical thinking and possibly a related personal experience with the question.

It is important to provide detailed answers for insight/opinion questions.

For review questions, you should produce a more academic answer. For example, "What two categories are norms divided into?" This type of direct question requires a specific answer. Please use full sentences and proper grammar.

When submitting paragraphs, use these guidelines.

1. The first, second or last sentence contains the main idea and key words from the question or assigned topic.
2. Paragraph contains one to three explanatory sentences.
3. Paragraph contains two to four sentences about specific details related to question.
4. Details are colorful, interesting and appropriate.
5. Paragraph ends with a good closing sentence that refers to the main idea without repeating it.
6. Free of spelling and grammatical errors.

GRADE SCALE

The following grading scale will be used to determine your final letter grade.

Letter Grade	Percentage Earned
A	95%+
A-	90% - 94.9%
B+	87% - 89.9%
B	84% - 86.9%
B-	80% - 83.9%
C+	77% - 79.9%
C	74% - 76.9%
C-	70% - 73.9%
D+	67% - 69.9%
D	64% - 66.9%
D -	60% - 63.9%
F	59% and lower

SUPPORT

At NUVHS you will have access to multiple support teams. Who you contact will depend on the questions you have. Always start by contacting your teacher through the Message Center in the course. Your teacher should be able to answer your question, but if they can't, then they will direct you to another support team. If you have questions about any of the course content, your grades, or course policies, you should contact your instructor.

For questions about your enrollment, transcripts, or general school-wide policies, you can contact **NUVHS Student Services** at info@nuvhs.org or by phone at 866.366.8847. For example, if you would like to withdraw from your course, you should contact Student Services. Please note that a refund for your course can only be obtained if you drop within the first seven days of enrolling in the course.

For help with login/password issues, or other technical issues specific to the Blackboard website, you can contact the team at [National University Blackboard Learn](#). They can also be reached by phone at (888) 892-9095.

EXPECTED SCHOOL-WIDE LEARNING RESULTS (ESLRs)

Engaged Learners

- Demonstrate self-directed learning skills such as time management, and personal responsibility through the completion of course requirements
- Develop an understanding of their own preferred learning styles to enhance their overall academic potential
- Incorporate effective and relevant internet and multimedia resources in their learning process to broaden their knowledge base

Critical Thinkers

- Effectively analyze and articulate sound opinions on a variety of complex concepts
- Illustrate a variety of problem-solving strategies that strengthen college preparation and workforce readiness
- Formulate a framework for applying a variety of technology and internet-based research to enhance information literacy and collaborative thinking

Effective Communicators

- Demonstrate awareness and sensitivity to tone and voice in multiple forms of communication
- Express concepts and ideas in a variety of forms
- Enhance communication skills through the use of media rich or other technology resources

Global Citizens

- Appreciate the value of diversity
- Understand the range of local and international issues facing today's global community
- Demonstrate awareness of the importance of cultural sensitivity and social responsibility in the 21st century