BUSMGT 325: International Business Management  
Boise State University, College of Business and Economics

Part I: Instructor Information

Instructor: Jack Marr  
Phone: (208) 426-7410  
Email: jackmarr@boisestate.edu  
Office Hours: By appointment  
Office Location: Office 2104

Communicating with Your Instructor

Contact instructions: Please email for questions and to schedule an appointment

For assistance with technical problems in Blackboard, please contact the Boise State Help Desk, 208-426-4357, or consult Boise State Blackboard Student Help documentation.

Part 2: Course Information

Course Format

The course will be conducted entirely online in Blackboard. The course consists of seven weekly folders. Each week will provide a variety of instructional activities, including possible written work, discussions, and small group interactions.

Our course week runs from 12:01 a.m. Mountain Time on Monday through 11:59 p.m. Mountain Time on Sunday. Each Monday begins a new unit with new topics and assignments.

Course Description

The global economy brings major challenges but also huge opportunities, and a key to success in this new world is being well-prepared. Changes in communications, transportation, political and economic fortunes, supply chains, capital flows, government regulations, and consumer tastes have made the world a truly global business playing field in many industries. These changes also function with tasks and relationships that were once thought of as local and are now spread across the world. Through lectures, cases, hands-on role plays, we will take a look at how you can navigate this brave, exciting, and extremely challenging new world. Also, your own research will help you begin to develop the tools for success in this global business world.
Prerequisites
Admission to the Management degree program.

College of Business and Economics (COBE) Learning Objectives
Students in this class will also learn or practice the following COBE Core Curriculum concepts, methods, and skills:
1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:
   ✓ 1.3. Economics
   ✓ 1.6. International environment of business
   ✓ 2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling
   ✓ 2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery
2. Solve problems, including unstructured problems, related to business and economics
3. Use effective teamwork and collaboration skills
4. Demonstrate appropriate principles of responsible business practices

Management Program Learning Objectives
The Management Program Learning Objectives developed in this course are listed below. Upon completion of this course you will be able to:
• Understand the fundamentals of doing business internationally.
• Identify and utilize new sources of information on all key aspects of international business operations, including issues involving globalization and begin to learn how to identify potential opportunities and threats.
• Define and begin to gain fluency in key vocabulary of the international business environment.
• Gain a deeper appreciation of the dynamic interaction of history, geography, and culture on the international business environment.
• Assess the factors that individuals, as well as small and large companies, must take into consideration when entering or expanding in the international market; additionally, you will begin to understand the importance of other actors, such as governments and foreign organizations.
• Identify, understand, and address the key elements of ethics, corporate social responsibility, and sustainability within the international business environment—particularly across countries and cultures.
• Begin to develop a practice of following major international events in the news and their impacts and implications on business and beyond.
• Assess the growth and critical issues facing major emerging markets vis-a-vis U.S. global business interests.
• Develop a foundation for upper-division international business functional courses, such as International Economics, Marketing, Finance, and Management.
• Gain insights into and prepare for study abroad and internship opportunities.
• Develop a basic fluency, clearer analytical tools, and several self- and group-driven original and impactful projects to reflect to the workplace.

Course-Level Learning Objectives
The learning outcomes associated with this course are listed below. Upon completion this course you will be able to:
• Identify, define, and analyze the underlying political economic factors in global business and their importance.
• Describe business decisions that are driven by strategy.
• Examine the pros and cons and ins and outs of some methods of doing global business.
• Think about strategy and entry through a business case.
• Discuss trade and the underlying theories of trade.
• Learn about Riccardo’s model and how to think about it.
• Translate how politics and policies serve to distort trade.
• Describe how foreign direct investment has changed the nature of trade.
• Explain how products are the result of complex webs of global contributors.
• Examine how culture changes the way business is seen and done across the world.
• Learn about Hofstede’s cultural dimensions and how to apply them.
• Discuss how ethical issues can be different and more complicated when looking globally.
• Analyze changes in financial markets across the world and how they can impact business and methods of management.
• Discuss some of the infrastructures behind global markets.
• Describe how businesses are transforming themselves into global learning organizations taking ideas from around the world.
• Look at how human resource management has different global needs and best practices.

Part 3. Instructional Materials
Recommended Texts, Materials, and Resources
All course materials are available within the Blackboard course site. The cost of materials is included with course fees.

Part 4. Course Requirements and Student Expectations
Class Participation
You should expect to log in to the Blackboard course site a minimum of three times per week and complete the assignments by the scheduled due dates. Some activities in particular weeks may require more than three logins. Most due dates are by 11:59 p.m. Mountain Time on Wednesday and Sunday.
The actual time you spend to complete the course activities may vary depending on how quickly you read and the level of your technology skills. Plan to devote adequate time each week for completing readings, assignments, and participating in online forums. Attendance, participation, and assignments will be submitted electronically through the course’s Blackboard site. Students enrolled in this class have access to this restricted class site on Blackboard.

Major Activities/Assignments/Papers/Projects

Each Monday begins a new unit. Click on the “Weeks” link in the Blackboard Course Content menu to open the appropriate week’s folder. The major activities, assignments, papers, and projects for this course include:

- **Readings and Reading Response Discussions:** Readings will consist of the textbook chapters as given in the course calendar. There will be general discussion around questions posed around the reading topic for the week in which you will be asked to analyze parts of the reading, write your thoughts and how the reading applies to global business today.
  - Worth 15% of your course grade
  - Time per week: 4-6 hours

- **Current Event Discussions:** Throughout the course—starting in Week 2—there will be discussions about current event topics chosen by students. First, in Week 1 you will sign up for one week in which you will start the discussion on your chosen current event topic, which needs to relate to that week’s assigned readings and is relevant to a global or political event. Additionally, you will be required to respond to and constructively comment on one other student’s current event each week. Please see the Examples of Current Events document in the Course Resources portion of the Blackboard course to see how students have successfully completed this assignment in the past; additional guidelines for completing the assignment are also located in the same area.
  - Worth 15% of your course grade
  - Total preparation time for the semester: 2-3 hours
  - Time per week: 1 hour

- **Case Thought Participation Discussions:** Throughout the course, once per week you will participate in an implementation case. The cases will be based on the week’s topic; in the beginning of the week you will work in randomly-assigned groups of four to five students to come up with a unique, implementable solution. In the later part of the week, you will comment constructively to another group’s solution to the case. Each week you will rotate groups to discuss different case scenarios with a new set of peers.
  - Worth 40% of your course grade
  - Time per week: 1-2 hours

- **Group Country Presentation:** Throughout this course you will work in a group of around five students to virtually present for twenty minutes (4 minutes per student) on a specific business problem facing a company or organization in a non-home country or countries. The presentation will lay out the problem, analyze it, and recommend actionable and implementable solutions to the problem. Towards the end of the course
each student will review the group presentations for the week and provide feedback on
two presentations shared by other groups. The presentations will be due in Weeks 5 and
6, and students will provide feedback for the presentations in Weeks 6 and 7.
  o Worth 30% of your course grade
  o Total preparation time for the semester: 20-30 hours
  o Time per week: 1 hour

**Late Work Policy**

One of the many advantages to taking courses online is that it affords you a degree of flexibility
in when and how you complete your assignments that might be more challenging to achieve in
a face-to-face classroom setting. However, in order for us to move through the material as a
group, it’s important that each of you complete your assignments on-time.

Late is defined as submitted any time after the published deadline. This means if you
procrastinate and turn it in at 12:05 a.m. after an 11:59 p.m. deadline, it’s late.
Please be aware that each assignment and test that is late will be assessed **at least** a 10%-per-
day late grade deduction.

Things happen in life, so please contact your instructor in advance when possible to discuss
permission for adjustments on due dates, or to explain emergency situations.

**Grading Information**

Course grades are based on weighted percentages using the Blackboard grade book.

**Course Grade Weights**

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<tr>
<th>Assignment</th>
<th>Weight of the Grade</th>
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<tr>
<td>Readings and Reading Response Discussions</td>
<td>15%</td>
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<td>Current Event Discussions</td>
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<td>Case Thought Participation Discussions</td>
<td>40%</td>
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<td>Group Country Presentation</td>
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<td><strong>TOTAL: 100%</strong></td>
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**Grading Scale**

Final letter grades will be based on the following scale:

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<th>Percentage</th>
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**Academic Integrity**
Boise State promotes academic excellence as a core shared value upholding the virtue of honesty in the pursuit of knowledge. Behaving with integrity and honesty is a hallmark of a Boise State University graduate. The conferring of a degree represents the University’s indication that the recipient has engaged in academic work that is representative of her or his own efforts and that was completed with integrity and honesty.

Upholding academic integrity in all assignments provides students with the opportunity to engage with the material being investigated, assess multiple viewpoints, and assert their evidence-based findings. This behavior demonstrates the commitment to learning and preparation necessary for a successful future. All work you submit must represent your own ideas and effort or be cited; when work does not, it is academic dishonesty. Group work is to be conducted in accordance with the policies of this course. Academic dishonesty in any form may result in failure in the course or dismissal from the Program and/or the University. See Boise State’s [Academic Integrity](#) website for specific behaviors to avoid. In addition, no portion of an assigned paper may be duplicated for any other paper assignment for this course or any other course.

**Part 5. Additional Policies and Procedures**
Please refer to the linked documents that follow for more details on several [University Guidelines and Policies](#) and [Student Expectations and Guidelines](#).

**Part 6. Course Schedule**
The course schedule provided below is subject to change at the discretion of the instructor. Additionally, for complete details about the assignments see the [Weeks](#) folder in Blackboard.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignments and Due Days</th>
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</table>
| Week 1: (dates) | Class Introduction, Globalization and Political Economy, and America as a Superpower | **Review Before Beginning Work on Other Module Activities**  
- 1.01 Week 1 Overview: Class Introduction, Globalization and Political Economy, and America as a Superpower  
**Due by Wednesday at 11:59 p.m. Mountain Time**  
- 1.02 Readings |
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<th>Week</th>
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<th>Assignments and Due Days</th>
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<td>Superpower</td>
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<td>- Chapter 3: Political Economy and Economic Development</td>
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<td>- 1.03 Group Country Presentation Introduction and Sign-up</td>
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<td>- 1.04 Whole Class Current Event Discussion Boards: Overview and Sign-up</td>
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<td>- 1.05 Small Group: Case Thought Introduction</td>
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<td>- 1.06 Individual Introductions Discussion Board: Initial Post</td>
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<td>- 1.07 Individual Introductions Discussion Board: Reply Posts</td>
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<td>- 1.08 Reading Response Post</td>
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<td>- 1.09 Prepare for Next Week</td>
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<th>Week 2: (dates)</th>
<th>Global Strategy, and How and Why to Do Global Business</th>
<th>Review Before Beginning Work on Other Module Activities</th>
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<td>- 2.01 Week 2 Overview: Global Strategy, and How and Why to Do Global Business</td>
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<td><strong>Due by Wednesday at 11:59 p.m. Mountain Time</strong></td>
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<td>- Chapter 13: Entering Foreign Markets</td>
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<td>- 2.03 Group Country Presentation Sign Up Reminder</td>
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<td>- 2.04 Whole Class Current Event Discussion Board: Initial Post</td>
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<td>- 2.05 Small Group: Case Thought Leader Post</td>
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<td>- 2.06 Small Group: Case Thought Group Member Identification</td>
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<td>- 2.10 Whole Class Current Event Discussion Board: Reply Posts</td>
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<td>Week 3:</td>
<td>Trade- Initial Driver of Business and World Glue</td>
<td>Review Before Beginning Work on Other Module Activities</td>
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<td>- 3.01 Week 3 Overview: Trade: Initial Driver of Business and World Glue</td>
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<td>- 3.02 (From Sunday) Individual Replies to Case Thought Solutions</td>
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<td>- Chapter 6: International Trade Theory</td>
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<td>- 3.04 Whole Class Current Event Discussion Board: Initial Post</td>
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<td>- 3.11 Prepare for Next Week</td>
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<td>Week 4:</td>
<td>Managing Global Investments and Supply Chains</td>
<td>Review Before Beginning Work on Other Module Activities</td>
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<td>- 4.01 Week 4 Overview: Managing Global Investments and Supply Chains</td>
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<td><strong>Due by Wednesday at 11:59 p.m. Mountain Time</strong></td>
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<td>- 4.02 (From Sunday) Individual Replies to Case Thought Solutions</td>
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<td>- Chapter 8: Foreign Direct Investment</td>
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<td>- Chapter 15: Global Production, Outsourcing, and Logistics</td>
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<td>4.11 Prepare for Next Week</td>
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<td><strong>Week 5: (dates)</strong></td>
<td><strong>Review Before Beginning Work on Other Module Activities</strong></td>
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<td>5.01 Week 5 Overview: Culture in International Business, Managing Across Global Cultures, and Ethics</td>
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<td><strong>Due by Wednesday at 11:59 p.m. Mountain Time</strong></td>
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<td>5.02 (From Sunday) Individual Replies to Case Thought Solutions</td>
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| Week 6:   | Managing Global Capital Flows and Risk Management          | **Review Before Beginning Work on Other Module Activities**  
   • 6.01 Week 6 Overview: Managing Global Capital Flows and Risk Management  
**Due by Wednesday at 11:59 p.m. Mountain Time**  
   • 6.02 (From Sunday) Individual Replies to Case Thought Solutions  
   • 6.03 Individual Presentation Feedback and Discussion  
   • 6.04 Readings  
     ○ Chapter 10: The Foreign Exchange Market  
     ○ Chapter 11: The International Monetary System  
   • 6.05 Whole Class Current Event Discussion Board: Initial Post  
   • 6.06 Group Country Presentation Collaboration  
**Due by Sunday at 11:59 p.m. Mountain Time**  
   • 6.07 Individual Presentation Feedback: Reply Posts  
   • 6.08 Reading Response Post  
   • 6.09 Whole Class Current Event Discussion Board: Reply Posts  
   • 6.10 Week 6 Presentation Submissions  
   • 6.11 Prepare for Next Week |
| Week 7:   | Global Learning Organizations- Research, Markets, and People | **Review Before Beginning Work on Other Module Activities**  
   • 7.01 Week 7 Overview: Global Learning Organizations- Research, Markets, and People  
**Due by Wednesday at 11:59 p.m. Mountain Time**  
   • 7.02 Individual Presentation Feedback and Discussion  
   • 7.03 Readings  
     ○ Chapter 16: Global Marketing and R and D  
     ○ Chapter 17: Global Human Resource Management  
   • 7.04 Whole Class Current Event Discussion Board: Initial Post  
**Due by Sunday at 11:59 p.m. Mountain Time**  
   • 7.05 Individual Presentation Feedback: Reply Posts |
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|      |       | • 7.06 Reading Response Post  
|      |       | • 7.07 Whole Class Current Event Discussion Board: Reply Posts |