I. Course Information:

   **Title:** Global Business Today  
   **Course #:** INTB 3080 002  
   **Credit Hours:** 3  
   **Term:** Fall 2017  
   **Prerequisites:** N/A

II. Instructor Information:

   **Name:** Anne Cappel  
   **Title:** Adjunct Professor  
   **Email:** Cappelal@ucmail.uc.edu  
   **Teaching Assistant:** Courtney Kohmann  
   **Office Hours:** Mondays 5-5:50 PM EST – Lindner College of Business – SAP Lab  
   Basement level – Room 10 L

   **Communication Policy:** Primary contact is Courtney Kohmann, Teaching Assistant.  
   Please address all your communication to kohmancm@mail.uc.edu, copy me.

III. Link to Pace:

   This course aligns with PACE, the Lindner College of Business platform for developing the total business professional.

   **P – Professionalism**
   
   - Enhance oral & written communication, express ideas clearly, logically and persuasively.  
   - Develop and practice teamwork skills through group projects and exercises.  
   - Practice professional habits of punctuality, preparation, respect and participation.

   **A – Academics**
   
   - Develop foundational knowledge of core business functions and their interactions within firms.  
   - Begin applying functional and cross-functional knowledge to critically analyze business problems; for example, applying techniques for business plan development.

   **C – Character**
   
   - Learn and apply leadership techniques for project management (plan, brief, execute, debrief).
• Build an understanding and initial skills of managing diversity, including understanding cultural differences, and challenges and opportunities of global business.
• Understand importance of ethics and social responsibility in business and personal settings.

E – Engagement

• Build understanding of importance and practices of networking through interactions with business professionals and guest speakers.
• Develop awareness and appreciation of involvement in social organizations, community service, and professional group opportunities.

IV. Course Materials

Required

• Students are responsible for learning all the material in the assigned chapters of the textbook. Class power point presentation serves as study guide for exams and quizzes
• Lap tops for each class – scheduled and un-announced tests and quizzes are in-class, online, no open-book, no open-notes.

Options for Purchasing the Text Include UC Bookstore, Dubois Bookstore, Amazon..

V. Course Description:

This course is designed to introduce students to a carefully selected mix of the social, political, and economic environments of global business. The course balances foundations of the concepts and theories from the textbook with current, relevant, and challenging real world discussions and case studies on globalization.

VI. Student Learning Outcomes:

Upon successful completion of this course, the learner will be able to:

• Apply concepts and tools from the core Global Business functions to analyze and assess business performance;
• Propose and evaluate alternatives and select recommendations that address Global Business Environment issues;
• Design an international business strategy based on real-life current global business environment.

VII. Instructional Methods (Including Description about Bb):

The following course utilizes the Blackboard (Bb) Learning Management System to provide student-centered online learning that will enhance the teaching and learning
process. Through a variety of instructional methods (e.g. discussion boards, video lectures, readings, online assessments, etc.) the learner will become immersed and engaged in the learning process. If you are not familiar with these tools, please visit https://kb.uc.edu/kbarticles/blackboard-landing.aspx.

VIII. Course Communication:

University policy requires that the email set up in Blackboard is the primary means of communication. It is advisable that you use your UC email for this purpose and that you check it often. If you choose to change your email in Blackboard to a non-UC email it is your responsibility to ensure you check it frequently. Please see the attached Student Email Policy for more information: http://www.uc.edu/content/dam/uc/infosec/docs/general/Policy_StudentEmail.pdf.

IX. Course and Grading Policies:

1. **Course Structure:** Changes to the syllabus, due dates, course requirements or grading requirements will be made as far in advance as possible. Due dates will be clearly marked in Blackboard. All assignments will be submitted via Blackboard using a Word document, PDF document or an Excel document. When completing discussion board assignments please make sure to abide by the rules of netiquette which are posted under course documents.

2. **Academic Integrity:** As with all Lindner College of Business efforts, in this course you will be held to the highest ethical standards, critical to building character. Ensuring your integrity is vital and ultimately is your responsibility. To help ensure the alignments of incentives, the Lindner College of Business has implemented a “Two Strikes Policy” regarding Academic Integrity that supplements the UC Student Code of Conduct (see: http://www.uc.edu/conduct/Code_of_Conduct.html)

   - All academic programs at the Lindner College of Business use this “Two Strikes Policy”; Any student who has been found responsible for two cases of academic misconduct may be dismissed from the College.
   - All cases of academic misconduct (e.g., copying other students assignments, failure to adequately cite or reference, cheating, plagiarism, falsification, etc.) will be formally reported by faculty; and
   - Students will be afforded due process for allegations as outlined in the policy.

3. **Disability:** Students with disabilities who need academic accommodations or other specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues.

***Students requiring special accommodation must register with the Disability Services Office. http://www.uc.edu/aess/disability.html - and re-confirm TA Jenna Hagglund one week prior to each test with special requirement.
4. **Counseling Services, Clifton Campus:** Students have access to counseling and mental health care through the University Health Services (UHS), which can provide both psychotherapy and psychiatric services. In addition, Counseling and Psychological Services (CAPS) can provide professional counseling upon request; students may receive five free counseling sessions through CAPS without insurance. Students are encouraged to seek assistance for anxiety, depression, trauma/assault, adjustment to college life, interpersonal/relational difficulty, sexuality, family conflict, grief and loss, disordered eating and body image, alcohol and substance abuse, anger management, identity development and issues related to diversity, concerns associated with sexual orientation and spirituality concerns, as well as any other issue of concern. After hours, students may call UHS at 513-556-2564 or CAPS Cares at 513-556-0648. For urgent physician consultation after-hours students may call 513-584-7777.

5. **Title IX:** Title IX is a federal civil rights law that prohibits discrimination on the basis of your actual or perceived sex, gender, gender identity, gender expression, or sexual orientation. Title IX also covers sexual violence, dating or domestic violence, and stalking. If you disclose a Title IX issue to me, I am required forward that information to the Title IX Office. They will follow up with you about how the University can take steps to address the impact on you and the community and make you aware of your rights and resources. Their priority is to make sure you are safe and successful here. You are not required to talk with the Title IX Office. If you would like to make a report of sex or gender-based discrimination, harassment or violence, or if you would like to know more about your rights and resources on campus, you can consult the website www.uc.edu/titleix or contact the office at 556-3349.

6. **Deadlines:**
   **Testing:** Quizzes and Exams are all taken in-class at days and time noted in Syllabus.

7. **LCB Weather Related Protocol:**
   When inclement weather threatens the safety of the University of Cincinnati community, the Senior Vice President for Administration and Finance may invoke University Rule 3361: 10-55-01 and declare an emergency closing.

   The Lindner College of Business will observe the university emergency closing protocol for all on-campus classes. During a university emergency closing, all college offices will be closed.

   Students should clarify with their course instructors how the closure will affect assignments and deadlines, and whether class information from the missed session(s) will be posted on Blackboard, and/or if the class will meet virtually during the closure.

   *In the event of inclement weather and the university is closed, the closure will not affect online courses. All course assignments and activities will remain as scheduled in the course syllabus.*
8. **Criteria for letter grades:**

Your course grades will be based on your performance on the following:

**Grade Allocation:**

<table>
<thead>
<tr>
<th>Grade Allocation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (2) 35% each</td>
<td>70%</td>
</tr>
<tr>
<td>Quizzes (2) 15% each</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>94%   = A</td>
<td>90% = A-</td>
</tr>
<tr>
<td>87%   = B+</td>
<td>84% = B</td>
</tr>
<tr>
<td>77%   = C+</td>
<td>74% = C</td>
</tr>
<tr>
<td>60%   = D</td>
<td>Below 60% = F</td>
</tr>
</tbody>
</table>

**Description of Major Assignments**

- **Exams:** *(2 @ 35% each)*
  - A mid-term and a final during class time. Mid-term covers first half of semester and final covers second half of semester. 50 multiple-choice questions on material from the textbook, class (ppt and videos), and topics covered by guest speakers. Class PowerPoint serves as study guide. No notes, no book, no internet, no cell phones. Laptop required. 1 hour.

- **Quizzes:** *(2 @ 15% each)*
  - 2 quizzes. 25 question multiple choice on material from the textbook, class (ppt and videos), and topics covered by guest speakers. Class PowerPoint serves as study guide. No notes, no book, no internet, no cell phones. Laptop required. 30 minutes.

- **Extra Credit:** *(Up to a total of an additional 5%)*
  - Pop quizzes, in-class, unannounced. Laptop required for all classes.
  - International events participation – on campus and outside based on availability.

- **Excuses:**
  - Medical and professional excuses required for missing class/tests.
  - Make-up test, only in advance of scheduled tests for excused absences– exceptions only for real emergencies. Make-up test to be scheduled with TA.

**X. Class Schedule: 6:00 pm – 9:00 pm**

<table>
<thead>
<tr>
<th>Timing</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 – 7:00</td>
<td>Case Study/Guest Speaker/Lecture</td>
</tr>
<tr>
<td>7:00 – 7:15</td>
<td>Break</td>
</tr>
<tr>
<td>7:15 – 8:45</td>
<td>Quizzes/Lecture</td>
</tr>
</tbody>
</table>
XI. Course Schedule:

*Schedule subject to change with guest speakers’ availability – check blackboard regularly*

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topics</th>
<th>Readings</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/24</td>
<td>Introduction – Globalization</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>8/31</td>
<td>National Differences in Political/Economic/Legal Systems &amp; Economic Development</td>
<td>Chapter 2</td>
<td>Guest Speakers: Molly Zweig, LCB Study Abroad</td>
</tr>
<tr>
<td>9/07</td>
<td>Differences in Culture</td>
<td>Chapter 4</td>
<td></td>
</tr>
<tr>
<td>9/14</td>
<td>Ethics, Corporate Social Responsibility &amp; Sustainability</td>
<td>Chapter 5</td>
<td>Guest Speaker: Tom Engelhart, Director and Co-Founder The Kreller Group</td>
</tr>
<tr>
<td>9/21</td>
<td>International Trade Theory/Government Policy and International Trade</td>
<td>Chapter 6 &amp; 7</td>
<td>Quiz #1 Chapters 1, 2, 4 &amp; 5</td>
</tr>
<tr>
<td>9/28</td>
<td>Foreign Direct Investment and Regional Economic Integration</td>
<td>Chapter 8</td>
<td>Guest Speaker: Lars Reich, Executive VP Feintool</td>
</tr>
<tr>
<td>10/05</td>
<td>MID-TERM EXAM</td>
<td></td>
<td>Midterm Exam on Chapters 1, 2, 4, 5, 6, 7, 8</td>
</tr>
<tr>
<td>10/12</td>
<td>Foreign Exchange Market</td>
<td>Chapter 10</td>
<td>Guest Speaker: Ivan Drobjnak, Director Foreign Exchange Desk Fifth Third Bank</td>
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<tr>
<td>10/19</td>
<td>Strategy of International Business</td>
<td>Chapter 12</td>
<td>Guest Speaker: TBA</td>
</tr>
<tr>
<td>10/26</td>
<td>Entering Foreign Markets</td>
<td>Chapter 13</td>
<td>Guest Speaker: Amit Morad</td>
</tr>
<tr>
<td>11/02</td>
<td>Exporting, Importing and Countertrade</td>
<td>Chapter 14</td>
<td>Guest Speaker: Marcia Brandstadt, Director US Department of Commerce Quiz #2 Chapters 10, 12, 13</td>
</tr>
<tr>
<td>11/09</td>
<td>Global Production and Supply Chain Management</td>
<td>Chapter 15</td>
<td>Guest Speaker: Gerard Fournier, Supply Chain General Manager Safran Aircraft Engines</td>
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<tr>
<td>11/16</td>
<td>TBC</td>
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<tr>
<td>11/23</td>
<td>NO CLASS THANKSGIVING</td>
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<tr>
<td>11/30</td>
<td>Global Marketing and Research and Development</td>
<td>Chapter 16</td>
<td>Guest Speaker: Jennifer Panepinto Marketing Manager Bonfiglioli</td>
</tr>
<tr>
<td>12/07</td>
<td>FINAL EXAM</td>
<td></td>
<td>Final Exam on chapters 10, 12, 13, 14, 15, 16</td>
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</tbody>
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