University of Cincinnati

Global Environment of Business

I. Course Information:

Title: Global Environment of Business
Course #: 2175-E_22INTB 308001. Class Room 112 Lindner
Credit Hours: 3

Term: Summer 2018
Prerequisites: To take this course you must: Be enrolled in one of these Programs 22ASC, 22BAC, 22CRT, 22HON, 22MIN. Be at least a Sophomore.

II. Instructor Information:

Name: Dr. Ratee Apana Ph.D.
Title: Associate Professor
Office Information: 511 Lindner Hall
Office: Cell: (513) 513 886 5817 (No texts please)
Email: intbtacap@Gmail.com (This is a dedicated mail for your class)
Office Hours: 11:00 am-12:00 pm, Tues and Thurs or by appointment. 511 Lindner Hall
Communication Policy: Students are encouraged to contact me via email or phone. A response will be given within 36-48 hours except on weekends, I will not be replying to mail on the weekend because I am away from my phone.

III. Link to Pace:

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*

- Hill, Charles W.L. and Hult, G. Tomas M. (2016) *Global Business Today*, 8th Edition, McGraw-Hill Education. ISBN 978-0-07-8112621  (This is an earlier edition so buy used copy on Amazon, costs about 10-20 dollars versus the 10th edition which is $125). I will post first two chapters of text on Blackboard to give you time to buy your used book. I hope you will appreciate that I am doing this to keep the cost of your materials low. We will use the text for this class.

*Options for Purchasing the Text Include:*

- (Amazon, Etc.)

**V. Course Description:**

This foundation course is designed to give students a broad perspective of the current and complex social, political, and economic environments in which businesses operate today. Navigating the maze of Global Business can be challenging and exciting but it can be a cumbersome and costly process especially if you do not have the knowledge or the cultural
competencies to work across national borders. Students gain a greater awareness of the many challenging issues facing corporations in the global economy. The approach to this course is inter-disciplinary in nature, incorporating theories and bodies of information from various disciplines such as: management, political science, economics, law, sociology, and psychology. The class will review the fundamentals of international business concepts and theories from the textbook while applying case studies and current, real world situations to better understand the strategic relevance of globalization, world cultures, and international risk management.

VI. Student Learning Outcomes:

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

- Discover the dynamics of the global business environment, its processes, some transnational trends and develop the capabilities to apply political, legal, cultural and ethical frameworks to the management of business.
- Recognize the development of globalization, identify specific global institutions and their roles, and regional trade agreements and be able to articulate their influence on business and nations.
- Develop foundation knowledge of foreign exchange markets, entering foreign markets and synthesize this information in the context of doing business overseas.
- Examine the International Monetary system.
- Be able to apply relevant contextual cultural and ethical frameworks to an international organization and make specific recommendations for business actions.
- Work meaningfully in groups.
- Build awareness of current global events and the disruption/opportunity created as a result of the headlines

VII. Instructional Methods (Including Description about Bb):

**Black Board:** 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](https://kb.uc.edu/kbarticles/blackboard-landing.aspx).

**Teaching methodology and expectations:** This will be a lecture/discussion/interaction based course. Research has shown that student centered interactive learning help engage the student and assists in information retention. While student interaction is a challenge in a large class situation, it has worked well in the past. The success of this class is incumbent on your preparedness and your attendance.
I expect you to come to class prepared. Read the material, view the films and develop critical thinking of the issues in the material. Class time will be dedicated to explaining key concepts, listening to experts on video and in person when available. When class sizes are conducive, we will develop learning skills through the use of involvement exercises and, role plays to understand the practical implications of the chapter. I believe in creating a safe atmosphere where you can interact and express ourselves freely. Your ideas, opinions are important and respected and will be sincerely responded to by me and other students during class. I always bring in current material to the class, via news clips articles and graphs to help us understand globalization’s impact on business. In addition, you will watch some older videos for your assignments. These videos have been carefully picked because of their relevance to the class and chapter and to aid you in the understanding of the class material.

- **Power Point slides** with lecture notes are posted on each chapter on Blackboard after each class; while they do not cover everything in the book they focus on salient concepts and serve as a guide line for class lecture and your preparation for class. In addition, you have access to the power point slides offered by the publisher (Which incidentally I created for the book in its 5th edition)

- **Study guides** are posted for you for each chapter on Black Board. Be sure to study for the quiz/test from the text book in great detail using your power point slides and study guides to guide you.

- **Video material** is posted under each chapter on Blackboard. Video material covers information that is pertinent to the course and is sometimes historical in its perspective of globalization. Films depicting practical applications of the theories will be used.

- **Presentation** information on the group presentation is provided for you by the instructor. Groups of 5 students will present on the 6th week of class.

**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: I have set up blackboard to a dedicated mail

intbtacap@gmail.com

**IX. Course 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 written exercises will be submitted via Blackboard using a Word document, PDF document or an Excel document. All assignments are posted in the chapter folders and consist of questions based on material viewed or read based on what is provided for you on your schedule. When completing discussion board assignments please make sure to abide by the rules of netiquette which are posted for you.

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](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](http://www.uc.edu/aess/disability.html)

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/relation 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 concerns. 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
stalk. 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. **Missed and/or late examinations, quizzes, and graded exercises:**

1) You must take the exam on the dates indicated on the class calendars. The only exception would be students who have a letter of accommodation from the Dean of Students SSD Office or a medical note from your doctor. Talk to me apriori before the tests if there is a compelling issue. In which event you will be given a test before the test date and not after. Car breakdowns anytime is not an excuse. Uber it to class or have someone give you a ride.

2) No technology, notes, books or other materials permitted during an exam. All personal technology must be turned off, cell phones must be placed in your bag or face down on the desk. No cell phones in pockets or on seats during exams.

3) There will be no credit given to missed quizzes or exams unless you have a medical issue.

4) Please arrange your meetings, interviews etc. accordingly as you now have your class schedule.

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 or assigned work. All course assignments and activities will remain as scheduled in the course syllabus.*

8. **Feedback:** A formal evaluation of the course will be requested at the end of the term. However, your comments, suggestions, and criticism are welcome at any time during the course - the earlier the better. In my experience, I have found that classroom dynamics
differ each semester so I usually take some formal feedback from you during the semester. This feedback helps me structure the class better as we go along.

IX. Grading Policies:

1. Criteria for letter grades: 
Your course grades will be based on your performance on the following:

<table>
<thead>
<tr>
<th>Assessments</th>
<th>Points</th>
<th>Percentage Total= 100%</th>
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<tbody>
<tr>
<td>Test 1= 100-15% 150 points</td>
<td>150</td>
<td>300</td>
</tr>
<tr>
<td>Test 2= 100-20% 150 points</td>
<td>150</td>
<td>300</td>
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<tr>
<td>Presentation= 100 -20%  200 points</td>
<td>200</td>
<td>200</td>
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<tr>
<td>Quizzes 20% 200 points</td>
<td>200</td>
<td>200</td>
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<tr>
<td>class exercises/participation 100 points</td>
<td>100</td>
<td>100</td>
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<tr>
<td>Assignments</td>
<td>200</td>
<td>200</td>
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<td>Total</td>
<td>1000</td>
<td>1000</td>
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<tr>
<td>Extra credit: No more than 5% of grade</td>
<td>50</td>
<td>50</td>
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Grading Scale: *Note that grades will not be rounded up under any circumstances.

94 points or above = A
90-93.999 points = A-
87-89.999 points = B+
85-86.999 points = B
80-84.999 points = B-
77-79.999 points = C+
75-76.999 points = C
70-74.999 points = C-
65-69.999 points = D
60-64.999 points = D-
59.999 points or below = F

2. Description of Major Grade Assignments
• **Quizzes 20% (10 no’s, one for each chapter)**. They will be used to assess class presence and assurance of learning. Each quiz will have 10-12 questions.

• Quiz Policies: You will be given time in class to complete the same. So your presence is important. The instructor may allow you work on this in groups. **Submitting quizzes for a class mate or sharing passwords is considered academic dishonesty and you and your classmate will get a zero for the course, no exceptions.**

• **Class Participation Exercises. 10% (Approx. 10 no’s)** Throughout the semester, the class will be assigned class room exercises related to course material to add strategic thought and understanding to the global business topics of the classroom. Participation Policies: These will be completed in class. So your presence is important. Two of your lowest scores in participation will be dropped.

• **Assignments 20%:** You have a total of 4-5 graded assignments in the schedule. Graded assignments may depend on material in assigned readings/videos or the text. You may see two types of graded assignments
  
  o Take home assignment that is due on a specific day before start of class.
  
  o In class assessment. You will be given questions on the material in preparation for the in class assessment. This will be posted on Blackboard. Typically in class exercises are completed in class and submitted.

• Assignment Policies: All due dates for assignments are posted in your schedule. Late homework assignments are discouraged unless you have a medical excuse. Late assignment opportunities are offered for some assignments and they are noted on your schedule. Any in class assignments will largely be done on your laptops and posted during the class period. If you miss an in- class assignment, you will get a zero on that assignment. Homework assignments will be submitted through Black board (tab assignments) on the due date before start of class. It is your responsibility to upload your assignment to blackboard properly and to make sure it is there and visible.

• **Presentation (20%) Check schedule for presentation dates.** Details, rubric, and sample are provided for you in the first session and posted under the tab weekly folder (Presentations).

• **Tests 30% (Test 1=15%, Test 2-15 %.)** You will have 2 tests. Each of the two tests will be about an hour long. Test material is from the text, class material and lectures. Studying the material on the power points alone will not suffice. Please follow the study guides for the exam.

• Test Policies: You must take the exam on the dates indicated on the class calendars. Failure to do the test on the specified day will result in a zero. The only exception would be students who have a letter of accommodation from the Dean of Students SSD Office or a medical note from your doctor. If for some reason such as a snow/storm day the class is cancelled for a particular group the teacher will assign a new test date just for that group. **In exceptional cases, early test may be given but no late tests**
• Using your phone/dictionary, speaking or looking into another student’s paper during the test will result in a zero on the test no exceptions.