



International Business 6800 205-001
Fall Semester 2021
T TH 1045 – 1200
Polsky 549

Instructor:

Andrew R. Thomas, Polsky 560

Office hours: T TH 0930 – 1045

We can also schedule an online
meeting via MS Teams

Email: art@uakron.edu

Required Readings:

Global Business Today by Charles Hill **NOTE: Any edition later than the Seventh is OK.**

The Rational Optimist by Matt Ridley

Fentanyl Inc. by Ben Westoff

The Customer Trap **NOTE: The e-version is provided free of charge and located on the Brightspace page**

Wall Street Journal: use this URL to see the student offerings: <https://education.wsj.com/students/>

Course Information

Description

This course is intended to develop an understanding of the global business environment and its integrated functions.

Course Overview

The objective of this course is to give students a basis for understanding the unique aspects of global business. As the market in which decision makers must operate becomes increasingly complex in nature, knowledge of how to deal with the unique challenges of global business is necessary for career success. In this course we will spend time learning the fundamental concepts, terms, and theories relevant to the global economy. We will also move beyond the



basics and explore thought leadership in the area. The overall objective in this course is to provide students with a comprehensive exposure to, and understanding of, the complex nature of the global business environment.

Learning Goals

Upon successful completion of the course, the student will be able to demonstrate course-specific knowledge and skills in the following areas:

1. Globalization: Students will demonstrate understanding of global nature of the contemporary business environment and demonstrate cross-cultural awareness.
 - a. Demonstrate understanding of global economy.
 - b. Demonstrate understanding of trade theory.
 - c. Demonstrate knowledge of cultural implications for global business.
 - d. Demonstrate knowledge of the tools and institutions of global business.
2. Business Communication: Students will use their writing and oral communication skills to communicate reasoning and support for “effective” decisions.
 - a. Students will demonstrate business-writing skills.
 - b. Students will demonstrate business presentation skills.
 - c. Students will demonstrate persuasion skills.
3. Decision-Making: Students will demonstrate that they are informed decision makers.
 - a. Integrate ideas from multiple sources.
 - b. Appropriate and accurate use of data.
 - c. Process facts with minimal bias.
 - d. Challenge assumptions using enterprise-wide thinking.
 - e. Solve problems with creative solutions.
4. Analytical Quantitative Reasoning: Students will analyze data using quantitative techniques.
 - a. Access, manipulate, and prepare data sets for analysis.
 - b. Apply a methodological framework for business analytics.
 - c. Demonstrate understanding of core statistical techniques.
 - d. Demonstrate knowledge of data mining and decision modeling techniques and how they relate to business decisions.

Technical Prerequisites

Technical Skills: To be successful in this course you should be able to:

1. Navigate through Brightspace.
2. Attach and submit files to an Assignment Folder.
3. Open and save file attachments.

Online Course Information

The University Library is always available to you, and technical support is only a phone call away. If you have technical questions or require technical assistance, please contact [ZipSupport](mailto:supportdesk@uakron.edu) at: 330.972.6888 or supportdesk@uakron.edu.



Accessibility Statement

Any student who has a disability that substantially limits learning in a higher education setting may contact [the Office of Accessibility](#) for information regarding eligibility for reasonable accommodations. The office telephone number is (330) 972-7928 (Voice) or (330) 972-5764 (TDD).

Academic Misconduct

I treat academic integrity issues very seriously. Academic misconduct and dishonesty will not be tolerated. Suspicion of academic misconduct will be acted upon in accordance with the University of Akron code of conduct.

General Notes

Finally, I want you to keep in mind that your larger mission here is to learn so that five years (and later) from now, you are as effective and successful as possible. Your ability to apply and retain this information in a meaningful way will help enhance your later success.

Withdrawal Policy

Questions regarding your registration can be addressed by the [Office of the Registrar](#), 330-972-5400.

COVID-19

The COVID-19 pandemic is still present and serious. Before entering class, you should have completed your daily health assessment. You should not come to class if you fail your health check or feel ill. At that time, I also ask you notify me that you will be absent. When campus policies require masks to be worn indoors, all students are required to wear a mask during in-person classes.

While you are in class on campus, you are required to: sit in your designated seat, always cough or sneeze into your elbow or a tissue, and adhere to other public safety protocols and directives for your specific classroom/lab/studio. Students who do not follow these health and safety requirements will be instructed to leave class immediately. Students who violate this protocol will need to leave the classroom and MAY be marked absent. Repeated violations of these health-saving protocols may lead to sanctions under the Student Code of Conduct up to and including suspension or expulsion. Current guidelines can be found at: <https://www.uakron.edu/return-to-campus/>.



Student Conduct and Community Standards

Students at The University of Akron are an essential part of the academic community and enjoy substantial freedom within the framework of the educational objectives of the institution. The freedom necessary for learning in a community so rich in diversity, and achieving success toward educational objectives, requires high standards of academic integrity. The University community is governed by the policies and regulations contained within the Code of Student Conduct available in the Department [of Student Conduct and Community Standards](#), Simmons Hall 302, (330) 972-6380. The UA [Code of Student Conduct can be downloaded here](#).

It is each student's responsibility to know what constitutes academic dishonesty and to seek clarification directly from the instructor if necessary. Examples of academic dishonesty include, but are not limited to:

- Submission of an assignment as the student's original work that is entirely or partly the work of another person.
- Failure to appropriately cite references from published, unpublished or other works
- Providing and/or receiving information from another student other than the instructor, by any verbal or written means.
- Observing or assisting another student's work, when not part of a group activity.
- Cooperation with a person involved in academic misconduct.
- Submitting the same assignment in two different classes.

If a faculty member suspects that a student has violated the Academic Misconduct provision in the Code of Student Conduct, the faculty member will follow the procedure outlined in Section J of the Code of Student Conduct.

Technology Policy

As this is a traditional learning environment, no personal communication devices of any kind will be permitted during class. This includes laptops, mobile phones, tablets, etc.

The first time a student is seen using one during class, they will be asked to shut it off. The second time, they will be asked to leave the classroom.

Evaluation and Assessment

Breakdown of Final Grade

Grade Component	Points
Exams (3 @ 100 points each)	300
World Geography Exam	100
WSJ quizzes (2)	50
TOTAL	450



The total amount of points for the course is 450

Grades will be assigned as follows:

100% - 95%	A
94% - 90%	A-
89% - 87%	B+
86% - 84%	B
83% - 80%	B-
79% - 77%	C +
76% - 74%	C
73% - 70%	C-
69% - 67%	D+
66% - 64%	D
63% - 60%	D-
59% - below	F

Any issues concerning grading need to be called to my attention via e-mail after receipt of the grading. Grades assigned at the end of the semester are **not** negotiable

Grade Component Description

Exams ([300 total points (3 x 100 points each)])

Over the course of the semester there will be (3) exams (100 points each) that will cover key terms of the textbook, course readings, AND class lectures. Each of these will take place via the Testing Center.

Wall Street Journal Quizzes ([50 total points (2 x 25 points each)])

Students will take two quizzes that cover global business issues discussed in the *Wall Street Journal*. These “open note” “quizzes will be posted on Brightspace on **18 OCTOBER and 29 NOVEMBER**. You will submit completed answer sheets to your Assignment Folder on Brightspace by latest the next day.

World Geography Exam – 100 points

Students will be asked to identify 100 countries on a series of regional maps. This “open note” exam will be posted on Brightspace on **13 SEPTEMBER**. You will submit completed answer sheets to your Assignment Folder on Brightspace by latest the next day.



COURSE SCHEDULE

PART 1: 24 August – 30 September - The Context of International Business

Required readings:

The Rational Optimist by Matt Ridley

WSJ Journal Daily

Global Business Today selected portions

Key Dates:

World Geography Exam – posted on Brightspace 13 September, due next day

Exam #1 – in testing center; open from 28 September @ 1045 – 30 September @ 1200

PART 2: 5 October – 4 November - The Structure of International Business

Required readings:

Fentanyl, Inc., by Ben Westoff

WSJ Journal Daily

Global Business Today selected portions

Key Dates:

WSJ Quiz #1– posted on Brightspace 18 October, due next day

Exam #2 – in testing center; open from 2 November @ 1045 – 4 November @ 1200



PART 3: 9 November – 9 December - The Conduct of International Business

Required readings:

The Customer Trap **NOTE: The e-version is provided free of charge and located on the Brightspace page**

WSJ Journal Daily

Global Business Today selected portions

Key Dates:

WSJ Quiz #2– posted on Brightspace 29 November, due next day

Exam #3 – in testing center; open from 7 December @ 1045 – 9 November @1200