

COURSE SYLLABUS



GLOBAL BUSINESS ENVIRONMENT

IFSA-Butler Reimagining Europe Semester Program in Prague

Suggested US semester credit hours: 4 credits

Contact Hours: 60

Course Level: 300

IFSA-Butler course code: IB380-07

Course length: Semester

Delivery method: Face to face

Language of Instruction: English

COURSE DESCRIPTION

The aim of this course is to explore the wider position some organizations have in the global environment. Students will appreciate the complexities of operating in a global environment, and this will enable them to offer greater breadth and depth to an organization's current or aspirational global presence. On successful completion of this course students will have developed an understanding of the wider global environment in which organizations operate. This will enable students to add value to an organization as they will be able to apply their knowledge in such a way that they could advise senior managers (in either large or small organizations) on global matters which they may not have ordinarily considered.

STUDENT LEARNING OBJECTIVES

Students who successfully complete this course will:

- Analyze the key factors which drive globalization
- Determine the strategic complexities associated with operating in a global environment
- Evaluate how operating in a global market influences an organization's structure, culture and functions
- Evaluate the influence of globalization on organizational decision-making and strategy
- Strengthen critical thinking skills
- Become familiar with resources available for further research on global business environments
- Make cognitive connections between learning in this course and other learning experiences in the IFSA-Butler Reimagining Europe Semester Program in Prague

COURSE DELIVERY

Students are expected to read or view resources in advance and be prepared to actively discuss them in class. In each meeting, the instructor will overview the topic and then facilitate a group discussion, drawing out relevant themes, following up on specific lines of inquiry, and prompting students' thoughtful engagement with the topic. Students are encouraged to bring their prior learning experiences into class discussions and to make cognitive connections between this course and others in the IFSA-Butler Reimagining Europe Semester Program in Prague whenever possible. Theories of experiential learning and integrative learning therefore undergird the dynamic learning environment of this course.

This course utilizes an interactive approach to teaching that focuses on the individual student's needs. This approach to teaching and learning aims to foster a challenging but caring environment that allows students to explore, create, and test themselves and their ideas in a safe place.

COURSE SCHEDULE

Weeks	Content Delivery
1 - 3	<p>Analyze the key factors which drive globalization</p> <p>Analyze the concept and theory of globalization in terms of cultural, economic, political and social dimensions. What are the factors that drive globalization? International economic integration, foreign direct investment, international business and trade.</p> <p>Factors in relation to cost, market, environment and competition. The significant impact of the digital revolution: creating better products and services at lower cost, the impact of social media and other applications (e.g cloud computing) connecting the global community and digitized design, manufacturing, and distribution systems making products and services available to a global market.</p>
4 - 6	<p>Determine the strategic complexities associated with operating in a global environment</p> <p>The impacts of international trade law. The economics of globalization and the environmental impacts of globalization in the context of the challenges they pose for risk and diversification Strategies. The complexities of the international supply chain management.</p> <p>Written Report</p>
7 - 9	<p>Evaluate how operating in a global market influences an organization's structure, culture and functions</p> <p>How does the global market influence organizations in the context of</p>

	McKinsey 7S model of organizational structure? The governance of a multi-national organization and leadership within an international context. Using Hofstede's Dimensions of Culture demonstrate how national cultural differences have an influence upon organizations. The influence of ethical and sustainable globalization.
10 - 15	<p>Evaluate the influence of globalization on organizational decision-making and strategy</p> <p>The principles of leadership change and the process of internationalization. International expansion strategies and strategic decision-making in relation to risk and diversification. The impact of barriers to international trade upon decision-making and strategy.</p> <p>Individual Presentation</p>

EVALUATION METHODS

The course instructor will determine specific assignments (including paper topics), projects, and exams for the course. Your work on individual assignments and projects will be guided by grading rubrics provided by the course instructor. Your final grade in the course will be arrived at through assessment methods determined by the course instructor and according to the percentages attached to each assignment and exam by the course instructor. Participation will constitute a determined percentage of your grade. Participation includes attendance, preparation, engagement in discussion, civility, and respect.

Assignment Number	Type of Assignment	Description and Areas Assessed
1	Written Report	Material covered during weeks 1 to 6
2	Individual presentation	Material covered during weeks 7 to 12 based on selected organization

Timely Submissions

Assignments submitted after the deadline will be accepted at the discretion of the course instructor and generally only in the event of a documented illness or emergency.

READING LIST

Bartlett, C. and Beamish, P. (2011). Transnational Management: Texts, Cases, and Readings in Cross-Border Management. 6th Ed. Maidenhead: McGraw-Hill.

Daniels, J. D., Radebaugh, L.H. and Sullivan, D.P. (2013). International Business Environments and Operations. 14th Ed. Harlow: Pearson.

Deresky, H. (2014). International Management: Managing Across Borders and Cultures. 8th Ed. Harlow: Pearson.

Guay, T. R. (2014). The Business Environment of Europe: Firms, Governments, and Institutions. Cambridge: Cambridge University Press.

Peng, M. (2014). Global Business. 3rd Ed. Cengage Learning.

ACADEMIC INTEGRITY

Any academic endeavor must be based upon a foundation of honesty and integrity. Students are expected to abide by principles of academic integrity and must be willing to bear individual responsibility for their work while studying abroad. Any academic work (written or otherwise) submitted to fulfill an academic requirement must represent a student's original work. Any act of academic misconduct, such as cheating, fabrication, forgery, plagiarism, or facilitating academic dishonesty, will subject a student to disciplinary action.

IFSA-Butler takes academic integrity very seriously. Students must not accept outside assistance without permission from the instructor. Additionally, students must document all sources according to the instructions of the professor. Should your instructor suspect you of plagiarism, cheating, or other forms of academic dishonesty, you may receive a failing grade for the course and disciplinary action may result. The incident will be reported to the IFSA-Butler resident director as well as your home institution.