Course Overview

BUAD 811 assesses the professional, economic, political, cultural, and institutional opportunities and challenges that individuals face in the global business environment. Analytics center on explaining the causes and consequences of the expanding integration of nations. Course materials tap varied resources, including contemporary analyses, multimedia profiles, and decision simulations. Class design taps various pedagogies, including research reports, position papers, discussion boards, and objective assessment. Class delivery leverages online technologies that support the “testing effect” and asynchronous assignments, activities, and assessments.

Course Objectives

• Understand the environmental issues that impact the context and conduct of international business operations.
• Learn concepts and tools to analyze and evaluate opportunity and challenge the global business marketplace.
• Gain skills in using technologies that will be necessary in a business career.
• Leverage the potential of online technologies to deliver and deliver an engaging, flexible, and asynchronous learning experience.

Module 1 Learning Objectives, Globalization and International Business

• Define the ideas of globalization and international business and organize their relationship
• Assess the scale and scope of globalization and international business activity.
• Appraise the growth in globalization and international business and interpret key trends
• Estimate performance and consequences of globalization, highlighting key concerns and criticisms
• Show why and demonstrate how companies engage in international business
• Illustrate the different means and methods a company can use to engage international business
• Assess the contributions of the social sciences in explaining the differences between domestic and international business
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**Module 2, Learning Objectives, Cultural Environments**
- Identify and appraise the major causes of cultural difference and change
- Understand methods for learning about cultural environments
- Illustrate the strengths and weaknesses of the leading methods of assessing cultural environments
- Grasp the major causes of cultural difference and change
- Survey the individual and group behavioral factors that influence the practices of business within a country
- Discuss behavioral factors influencing countries’ business practices
- Recognize the complexities of cross-cultural information differences, especially communications
- Organize the guidelines that moderate the processes of cultural adjustment
- Grasp the diverse ways that national cultures may evolve

**Module 3, Learning Objectives, Political and Legal Environments**
- Classify the philosophies and practices that arrange the political environment
- Survey trends in contemporary political systems and estimate their implication to business activity
- Describe current trends in political ideologies and their implications to MNE’s choices
- Compare the relative benefits and drawbacks of proactive versus passive political risk management.
- Classify the philosophies and practices that arrange the legal environment
- Survey trends in contemporary legal systems and estimate their implication to business activity
- Examine legal issues facing international companies classify how managers respond

**Module 4, Learning Objectives, Economic Environments**
- Communicate the importance of economic analysis to national and company performance
- Explain the idea of economic freedom and appraise key trends apparent worldwide
- Identify the types of economic systems and compare and contrast their defining characteristics
- Survey the emergent notion and profile the practices of state capitalism
- Organize and illustrate key indicators of economic development, performance, and potential

**Performance Evaluation: Design and Delivery**

For each of the core modules, you will read a chapter in the text and complete the following:

- **Foundation Quizzes**
  - Take a low-stakes quiz at the beginning of each module
  - Learn what you will learn in the upcoming module

- **Multimedia Activities**
  - Engage in assigned readings / cases
  - View assigned video clips
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- View assigned video clips
- Take a quiz on the material

- **Chapter Quizzes**
  - Core Concepts Check (CCC)
  - Critical Thinking Scenarios (CTS)

- **Perspective and Reflection Discussion Board Activity**
  - Post your module reflection on a Discussion Board
  - Engage with your classmates by peer reviewing their discussion board posts

- **Simulation Exercises**
  - Several modules contain simulation exercises in which you have the opportunity to engage with real life examples of the topics covered in the course.

**Text and Materials**

- **International Business: Environments and Operations, 15th Edition by Daniels, John, Radebaugh, Lee, and Daniel Sullivan.**
  - Access to the electronic version of the text is available directly from Pearson. Access is sold in conjunction with the Mylab option as explained in Purchase and Activate Access to the e-text and the MyLab Learning Management System. The Mylab Learning Management System (LMS) hosts the e-text, various assignments and supporting learning resources.
  - Hard-back copies of the assigned text--one in English, one in Mandarin, one in Spanish--are available at the Reserve Desk, Morris Library on the main campus of the University of Delaware.

**Procedural Advisory: Asynchronicity and the Testing Effect**

Given ongoing guidelines, many assignments and assessments are asynchronous—that is, you decide when and where to engage it. Also, the class design purposely capitalizes on the potential of online technology to support the testing effect; operationally, this translates into students having the option to take and, if inclined, retake many assessments, albeit with different questions, to improve their understanding and maximize the performance.

All assessments are taken online wherever the student prefers. There is no need to visit a testing center.