

Department	International College of Liberal Arts		
Semester	Fall 2026	Year Offered (Odd/Even/Every Year)	Every Year
Course Number	BUSN/PSCI105		
Course Title	Introduction to Global Business Management		
Prerequisites	None		
Course Instructor	FOWLER Randy	Year Available (Grade Level)	1
Subject Area	Global Business & Economics	Number of Credits	3
Class Style	Lecture	Language of instruction	English

(NOTE 1) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course

Course Description	<p>What is the globalization of business? What opportunities and challenges does it present to firms? What strategies should firms develop in coping with them? This introductory course on international business will begin by exploring the business of globalization. It will examine opportunities, issues and challenges that today's firms are faced with. It will then reflect on major theoretical frameworks and empirical insights of the fundamentals of business, and explore their similarity with and difference from the fundamentals of global business, where firms compete with global rivals, enter into global markets, and operate in multiple countries.</p>
Class plan based on course evaluation from previous academic year	N/A
Course related to the instructor's practical experience (Summary of experience)	Practical experience working in an international context in various foreign countries.
Learning Goals	By the end of the course, students will have a comprehensive understanding of principles and practices necessary for the management of international business.

iCLA Diploma Policy	DP2
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## iCLA Diploma Policy

(DP1) To Value Knowledge – Having high oral and written communication skills to be able to both comprehend and transfer knowledge

(DP2) To Be Able to Adapt to a Changing World – Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adopt to a changing world

(DP3) To Believe in Collaboration – Having a disposition to work effectively and inclusively in teams

(DP4) To Act from a Sense of Personal and Social Responsibility – Having good ethical and moral values to make positive impacts in the world

Active Learning Methods	Problem-Based Learning/Discussion, Debate/Group Work				
More details/supplemental information on Active Learning Methods	N/A				
Use of ICT	Lecture PowerPoint slides and articles will be uploaded to the campus system.				
Contents of class preparation and review	Students are expected to review the slides and their notes after each class session. Students must do any assigned readings in advance of class, and be prepared to discuss them during class.	Hours expected to be spent preparing for class (hours per week)	3 hours	Hours expected to be spent on class review (hours per week)	2 hours
Feedback Methods	The midterm exam will be returned to students in class, with scores and notes on the exam papers. All midterm questions and their associated answers will be reviewed and discussed in class. Final exam scores will be posted online. Students are welcome to request an individual review and discussion of their exam in person.				

Grading Criteria		
Grading Methods	Grading Weights	Grading Content
Midterm Exam	40%	
Final Exam	50%	
Class Participation	10%	

Required Textbook(s)	Peter Zamborsky, International Business and Global Strategy (Bookboon.com, 2016) (Free to Download)
Other Reading Materials/URL	<p>—Kristoff (January 14, 2009), "Where Sweatshops are a Dream," New York Times.</p> <p>—Yang &amp; Mlachila (2004), "The End of Textile Quotas: A Case Study of the Impact on Bangladesh," 7th Annual Conference on Global Economic Analysis Trade, Poverty, and the Environment, Washington D.C.</p> <p>— Yu &amp; Meyer-Ohle (2008), "Working for Japanese Corporations in China: A Qualitative Study," Asian Business &amp; Management, 7, 33–51.</p>

Plagiarism Policy	As in international business, plagiarism in any form is not acceptable in this class. Instances of "sloppy plagiarism" (e.g. citing the appropriate source but failing to put a verbatim quotation in quotes) will result in a grade of zero for that assignment. Instances of overt plagiarism (i.e. a verbatim quote without acknowledging the actual author of the words, or paraphrasing someone else's work without attribution) will result in a failing grade for the course. It is important to be especially mindful with the use of AI, as it may generate plagiarized content which, if used in an assignment, the student alone will be held accountable for.
Other Additional Notes (Outline crucial policies and info not mentioned above)	Class attendance and engagement are especially important for doing well in this course, as exams will primarily cover material discussed in class.

(NOTE 2) Class schedule is subject to change

Class Schedule	
Class Number	Content
Class 1	Introduction: Theory of the International Firm
Class 2	Globalization and International Trade Theory
Class 3	Foreign Direct Investment (FDI): Trends, Patterns, and Theories of FDI
Class 4	Foreign Direct Investment (FDI) II: Costs and Benefits of FDI
Class 5	Foreign Direct Investment (FDI) III: Government Policies & FDI
Class 6	Political Economy: Tariffs, Subsidies, and Import Quotas
Class 7	Political Economy II: Administrative Policies
Class 8	Cultural Dimensions in Global Business: Introduction
Class 9	Cultural Dimensions in Global Business II: Cultural Dimensions

Class 10	Cultural Dimensions in Global Business III: Communication Differences
Class 11	Cultural Dimensions in Global Business IV: Cultural Distance: Implications for Management Decisions and Strategy
Class 12	Political, Legal, and Economic National Differences: Formal Domestic and International Institutions: Rules and Regulations
Class 13	Political, Legal, and Economic National Differences II: Political Risks: Development and Growth
Class 14	Global Integration
Class 15	Midterm Exam
Class 16	Foreign Exchange Market & the International Monetary System: Exchange Rates
Class 17	Foreign Exchange Market & the International Monetary System II: Currency Risks: Hedging
Class 18	Foreign Exchange Market & the International Monetary System III: Global Financial Institutions & Monetary Systems
Class 19	Global Business Strategy: What is Strategy?: History of Strategy
Class 20	Global Business Strategy II: Internal & External Analyses
Class 21	Global Business Strategy III: Positioning
Class 22	Global Business Strategy IV: Standardization vs. Localization

Class 23	Global Business Strategy V: Strategic Alliances
Class 24	Foreign Market Entry: Location, Timing, and Entry Mode Selection
Class 25	Global Production: Location & Role of Production Sites
Class 26	Global Production II: Choice of In-house or Outsourcing
Class 27	Global Marketing: Market Segmentation: National Differences
Class 28	Global Marketing II: Marketing Strategy: Pricing
Class 29	Global Human Resource Management: Staffing Policy; Expatriate Managers
Class 30	Final Exam