

Roane State Community College
BUSINESS AND TECHNOLOGY DIVISION

Syllabus

MGT 215 – Introduction to Global Business
Summer 2005

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TEXTBOOK:

The Travels of a T-Shirt in the Global Economy; Rivoli, Pietra; Wiley Publishing;
ISBN: 0-471-64849-3

COURSE DESCRIPTION:

This course provides an introduction to global business and the evolving global economy. It focuses on the commercial, economic, financial and human/social aspects of globalization in the world today. The course examines what global business is and how it pervades most aspects of our lives. The course covers a wide range of perspectives on the pros and cons of globalization. In addition, the future impacts and trends related to globalization are explored.

COURSE COMPETENCIES:

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

- Understand the nature of global markets and international business/marketing
- Assess the macro and micro economic impacts of globalization
- Understand the impact of capital flows on the local economy and country
- Analyze the environmental forces affecting international business

- Recognize that international marketing strategies fall along a continuum from customization to globalization
- Determine the human and social impacts of globalization
- Assess the costs and benefits of globalization
- Identify several important regional trade alliances, markets, and agreements
- Examine methods of involvement in international business activities
- Assess future directions and influences of globalization, locally and internationally

COURSE EXPECTATIONS AND ASSIGNMENTS:

The course is offered in an accelerated format and completed in an eight week term. The course has two face-to-face sessions (first and last). The remainder of the course will be completed online. Attendance at all class meetings is required. Absence from any session will result in a lower grade.

Students are expected to read all assignments prior to class meetings and have a general understanding of the main concepts and issues. Students are encouraged to share real world items related to the topics being covered.

Students will be given outside assignments to work on their own. These assignments/activities will be used for online discussions and will be part of your course grade.

COURSE EVALUATION:

Grading Criteria:

Preparation, Participation and Discussion Postings	45%
Final Paper	40%
Post-test	15%

Grading Scale:

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
Below 60	F

The course grade will be based on the above grading criteria. A description of each component of the grading criteria follows.

Preparation for and **participation** in weekly **discussion postings** is expected of each student. Weekly assignments must be completed prior to the start of the next week. This includes reading chapters and completing any additional assignments along with postings. You should have an understanding of the basic concepts, be able to identify the main issues, consider items relative to the topics being covered and be able to discuss session's reading assignments. I also encourage additional information related to the course be incorporated by students in the session postings. Students are expected to fully prepare and

participate in discussion board postings. A minimum of three contributions per week to the discussion sessions is required.

A description of the requirements for the **Final Paper** will be distributed during the initial face-to-face session of the course. The assignment involves completing a research paper on a topic related to global business. Each student's final paper will be posted on the course site for review by classmates.

A **Post-test** will be part of the course. It will assess learning related to key topics covered in the class.

CLASS RULES:

Academic Honesty Policy:

Academic dishonesty not only means presenting someone else's work as your own, but providing your work for others to submit as their own. Don't Cheat. (Please see current catalog for more information.)

Attendance Policy:

Students are expected to participate in the course on a regular basis. Given the accelerated pace of the course missing a class will have a negative impact on your grade.

THE LEARNING CENTER:

The college provides free tutoring, in person and on-line, in a number of subjects. Check the web site for Learning Support Services for subjects tutored, locations, and hours. Just go to Roane State's web site and type "learning center" in the keyword search box. The Learning Center on the Roane County campus is located on the second floor of the library. Tutoring services at branch campuses vary, but the Learning Center web site provides online resources for students at all campuses, and online tutoring for students at branch campuses.

Course Outline:

See Critical Dates spreadsheet