

**GLOBAL BUSINESS CONCEPTS**  
**GEB 6930 / SECTION 2591**  
**Fall 2017**

**INSTRUCTOR:**

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**TECHNOLOGY SUPPORT:**

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**COURSE DESCRIPTION:**

This course deals with the international business from the perspective of the firm and managers operating in an international environment. The objective of the course is to provide students with a fundamental knowledge of the theory and application of global business. The course is designed to assist participants in:

- 1) Learning about the impact on firms operating in a global environment.
- 2) Applying concepts and techniques to managers in global business.

All assignments are to be submitted through the course website using CANVAS on or before the due date.

**TEXT:**

The following custom textbook is required. Students have the option to purchase the book or eBook.

**Global Business Concepts (HH)**

Book Information: ISBN-13 9781307086904  
eBook information: A link is provided for students to purchase eBook.

**ACADEMIC HONESTY:**

University policy requires that I remind you of the common sense values embodied in the University Honor Code. I assume that you are all familiar with the policy on academic honesty as stated on the following web page: [http://www.reg.ufl.edu/01-02-catalog/student life/](http://www.reg.ufl.edu/01-02-catalog/student_life/). The following pledge will be assumed in regard to all examinations: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

**STUDENTS WITH PHYSICAL OR LEARNING DISABILITIES:**

Students requesting note-taking services or a testing accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then bring it to me when requesting accommodation. I am happy to provide whatever accommodations are prescribed.

**GRADING SCALE:**

Case Analysis	16 (Open book, open notes; 60 minutes to complete)
Critical Thinking (2)	<u>24</u> (Open book, open notes; 60 minutes to complete) 40 pts

The assignment grades in the course are based on a GPA scale (not a % scale). The total points possible (40) or individual assignment points are converted to percentages as shown below.

<u>Letter/Assignment Grade</u>	<u>Percentage Range</u>	<u>Total Points</u>
A = 4.0	100% to 95%	40-38
A- = 3.6	95% to 86.25%	38-34.5
B+ = 3.3	86.25% to 78.75%	34.5-31.5
B = 3.0	78.75% to 70%	31.5-28
B- = 2.6	70% to 61.25%	28-24.5
C+ = 2.3	61.25% to 53.75%	24.5-21.5
C = 2.0	53.75% to 45%	21.5-18
C- = 1.6	45% to 36.25%	18-14.5
D+ = 1.3	36.25% to 28.75%	14.5-11.5
D = 1.0	28.75% to 20%	11.5-8
D- = 0.7	20% to 11.25%	8-4.5
F = 0.0	11.25% to 0%	4.5-0

#### **SCHEDULE OF ASSIGNMENT:**

### **Segment 1 – Globalization**

#### **Text: Chapter 1 (HH)**

##### **Part I August 20**

Film: A World without Borders

- Readings:
- a. Target Axes Struggling Canadian Businesses, Financial Times, 1/15/15
  - b. Honda Makes History As Our Exports from U.S. Beat Imports from Japan, Los Angeles Times, 1/28/14

##### **Part II August 20**

Case: Medical Tourism and the Globalization of Healthcare

- Readings:
- a. U.S. Farmers Making Hay with Alfalfa Exports to China, Los Angeles Times, 6/9/14
  - b. Confused? We Break Down the Brexit Vote for you, Los Angeles Times, 6/25/16

### **Segment 2 – Political Economy**

#### **Text: Chapter 2 and 3 (HH)**

##### **Part I August 27**

Film: Three Billion New Capitalists

- Readings: Airlines Suspend Flights to Venezuela as Economic Crisis Worsens, Bloomberg, 5/29/16

##### **Part II September 3**

- Readings: How India Will Start Shrinking After 2050, Wall Street Journal, 7/22/15

##### **Part III September 10**

Case: India's Economic Transformation

- Readings: Aging Labor Force Weighing Down Global Growth Outlook, Wall Street Journal, 4/7/15

**Due: September 11 at 11:00 p.m.**

Case Analysis – opens September 8 at 1:00 am

## Segment 3 – Cross Culture

### Text: Chapter 4 (HH)

#### Part I            September 17

Film:            McDonalds

Readings:     Tata Unveils First All Female Outsourcing Centre in Saudi Arabia, Financial Times, 9/24/13

#### Part II            September 17

Article:        The Importance of Sex, The Economist, 4/12/06

Readings:     Seeing Women as Key to Economy, Japan's Leader Names 5 to Cabinet, New York Times, 9/3/14

## Segment 4 – Global Trade and Integration

### Text: Chapter 7, and 9 (HH)

#### Part I            September 24

Readings:     Big US Airlines Fault Persian Gulf Carriers, Wall Street Journal, 2/5/15

#### Part II            September 24

Film:            India

Case:            Sugar Subsidies Drive Candy Makers Abroad

Readings:     China Takes Aim at France with EU Wine Exports, Financial Times, 6/5/13

#### Part III:        October 1

Analysis:      US Tariffs on Chinese Solar Panels Benefit Malaysia

Readings:     Albania Becomes Official Candidate to Join EU, Wall Street Journal, 6/24/14

#### Part IV:        October 1

Reading:        Brexit's Longer-Term Economic Waves Could Take Years to Play Out, Wall Street Journal, 6/24/16

#### Due:            October 2 at 11:00 p.m.

Critical Thinking #1 – opens September 29 at 1:00 am

## Segment 5 – Foreign Direct Investment

### Text: Chapter 8 (HH)

#### Part I:            October 8

Case:            Volkswagen and Russia

Readings:     Lenovo Buys IBM Server Business for \$2.3 Billion, Los Angeles Times, 1/23/14

#### Part II:        October 8

Readings:     Walmart Thwarted by India's Retail Restrictions, Los Angeles Times, 7/23/15

#### Due:            October 13 at 11:00 p.m.

Critical Thinking #2 – opens October 10 at 1:00 am