



SYLLABUS PART II

INTERNATIONAL BUSINESS - 3 Credit Hours

Section/Term:	BUS- 210S - 801FS – 2026FS
Class Meeting Time:	Online
Location:	Online
Required Items:	Book: Global Business 5th edition by Mike Peng - ISBN: 9780357716441
Faculty:	Marva Archibald MBA, University of Phoenix, 2008
E-mail:	marchibald@edisonohio.edu
Telephone Number:	937-778-7908
Faculty Office Hours:	Main Campus: Mondays 10:00 – 11:00 am, Tuesdays 1:00 – 2:00 pm, and Wednesdays 2:00 – 3:00 pm in room #203 Online: 6:00 – 7:00 pm Tuesdays, Wednesdays, and Thursdays
Faculty Contact:	If you have questions or concerns, please contact me via email with the course name and number in the subject line (BUS 210S-801FS) through your Edison State email. You are welcome to set up an appointment to meet virtually via Teams or Zoom or stop by my office.

NOTE: If using Cengage Unlimited version, the pages might be off than the paper version. Please read homework to find more detailed instructions. Be advised that you have a choice of choosing the Cengage Unlimited Version, or you may rent a copy of the book or purchase a new one.

Class Policies

It is generally accepted that academic writing consists of the author's thoughts which are supported by properly cited sources through paraphrasing, summary, and quotations. At the instructor's discretion, papers with excessive quotations, where quotations make up 10% or more of the paper, may not meet the assignment requirements, and be dealt with accordingly.

STUDENT ASSIGNMENTS

Quizzes in Mind Tap

Each chapter will have a quiz in Mind Tap that is due on Sunday of the week we are in the chapter. There are 311 total quiz points in MindTap but the maximum I will count will be 275 points. This way, a bad quiz or a missed quiz does not hurt you.

Writing Assignments

Each week you will have either a Discussion Board or a Case Analysis. Initial posts for discussion boards are due on Wednesday and replies to two classmates must be completed by Saturday. Your 1 to 2-page Case Analysis is due on Sunday by 11: 59 pm.

A quality discussion board initial post will be 2-3 paragraphs about the post and chapter concepts and be written using college level grammar and mechanics (0-3 mistakes). Your response posts to your classmates should include thoughtful additions to the conversation.

A quality case analysis will be at least one page in length and correctly relate concepts from the chapter to the case. Again, college level writing and grammar are to be always used.

Writing expectations

In this class I expect you to write using sentences, paragraphs and correct grammar. This will be expected of you on the job, particularly if you desire to advance in your career. The Learning Center in the library has tutors who can help you. The library also has e-tutoring available or you could have a friend or family member read your writing before you submit.

You are welcome to reference the writings of others for this class but please be sure to use **MLA in-text citations and include a works cited page** if you do this. Avoid plagiarizing the words of others!

ACADEMIC HONESTY POLICY

Cheating or plagiarism will not be tolerated in this course. Either will result in receiving a zero for the assignment. Furthermore, all incidents of academic dishonesty will be reported to the Academic Honesty Committee. For a detailed description and discussion of plagiarism and how to avoid it, please refer to the following websites:

http://owl.english.purdue.edu/handouts/research/r_plagiar.html

<http://ec.hku.hk/plagiarism/introduction.htm>

CLASS WITHDRAWAL POLICY

For attendance purposes, you must complete the class introduction, as shown in week 1. This establishes you as an active student in this class. To withdraw from the class and receive **a full refund you must officially withdraw by the close of business on (see Link on Edison Website for exact**

date). There are no refunds after that date. However, you may still withdraw from the class and receive a **grade of "W" until noon, on (See website for correct date** but you will not receive any refund. After that date, there are no withdrawals without special petition for extenuating circumstances.

Key Dates are listed at the ESCC website. **See link here for key dates:**

<https://catalog.edisonohio.edu/index.php>

To officially withdraw from the course, you **MUST** complete the appropriate form and drop or submit to Enrollment Services at the Piqua Campus, Darke County Center, Troy Center, or Eaton Center. Failure to do so will result in a grade of **"F"** and may impact current or future Financial Aid. You also have a choice to submit the form through MYESCC.

EMAIL MESSAGES

For all official course-related email communication to individuals, I will use the Edisonohio.edu email system. Please do not send an email message to your instructor using any email account other than your Edison email; your instructor does not open emails with personal account addresses. Also, you must respond to all emails from the instructor in order for us to maintain an open line of communication. If the Instructor is unable to reach you by email, an attempt will be made to reach you by phone. If you fail to answer an email, phone call and/or voice messages, your name will be submitted to Student Services for further contact.

EDISON STATE CHARGER STATION SNACK AND FOOD PANTRY

Edison State Community College is proud to assist students needing help to obtain the necessities. The Charger Station Snack and Food Pantry is available for you to restock and refuel so you can refocus your energy on class. The Charger Station is stocked with all kinds of grab-and-go snacks or grab some meal supplies for later. Stop by and check out our snacks on the Piqua campus in West Hall near Student Affairs or at one of our Regional Campuses. If you need additional assistance with necessities, please reach out to Student Services.

STUDENTS WITH DISABILITIES

Edison State Community College will make reasonable accommodations for students with documented disabilities. If you believe you may need accommodation based on the impact of a disability, contact the instructor privately with your self-identification letter. If you do not have a self-identification letter, contact the Office of Disability Services by emailing disabilities@edisonohio.edu or by calling [937-778-8600](tel:937-778-8600). The Office of Disability Services is located on the Piqua Campus in Student Affairs - Room 160. For additional information, visit the Disability Services web page at www.edisonohio.edu/disability.

ADVISING SERVICES

Edison State's career pathway advisors are your partners in success. A career pathway advisor is the first advisor that you will meet with once you have made the decision to further your education. Together, you and your career pathway advisor will:

- Identify the right academic major to set you on your desired career path.
- Identify the courses you'll need to accomplish your academic goals.

- Help you develop a student plan tailored to your lifestyle and work schedule.
- Prepare you to navigate your first semester at Edison State.

You can find your career pathway advisor and faculty advisor information, including their email address, by logging into MYESCC and clicking on Student Planning. Go to Plan and Schedule and click on the Advising tab. You may also call 937-778-7850 to connect via phone call.

BOOKSTORE SERVICES

The Edison State Bookstore is here for all your educational supplies including textbooks, access codes, technology, and more! Contact us at 937-778-7970, through our email at or check us out online at <https://edisonohio.ecampus.com/shop-by-course>

CAREER AND JOB SERVICES

Our Career and Job Services advisors are dedicated to helping students and alumni advance their professional development as they make career decisions, develop job search strategies, pursue experiential opportunities and secure employment. Career and Job Services also provide career assessments, career information, resume and cover letter help, job postings and resources, tips for interviewing and more. Visit <https://www.edisonohio.edu/Career-and-Job-Services/> for more information.

COMPUTERS

If you are working on campus, computers with internet access are available in the internet café. The Library and Tutoring Center have computers and printers available for your use.

LIBRARY SERVICES

The Edison State library is not only a comfortable place to study, we have an expansive collection of online resources available to help you with your research. Check out the library webpage here: <https://www.edisonohio.edu/Library/>. LibGuides and short instructional videos are available to help you use these resources and can be found at: <https://libguides.edisonohio.edu/>. Please contact the library staff with any library questions you may have at library@edisonohio.edu, 937-778-7950, or stop in!

HEALTH AND WELLNESS SERVICES

Health and Wellness Services are available on the Edison State Piqua campus. The program provides resources that promote healthy lifestyle choices for our students, faculty, and staff. Contact Student Services for help.

TESTING YOUR FAITH ACT

Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, linked here, and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found in the student handbook linked above.

MENTAL HEALTH SERVICES

College is stressful! Feeling burned out, anxious, frustrated? When challenges arise that you need help dealing with, it's helpful to have someone to talk to. We have established partnerships with many local mental health

providers. If you are struggling and need to speak with someone in person, please reach out to Student Services for further help. If you are concerned about a student or colleague, please file a CARE Team form <https://www.edisonohio.edu/CARE-Team-Referral-Form/> so that immediate assistance can be given. This link and the CARE Team website can be found under Campus Services on our home page.

STUDENT RESOURCE CENTER AND CHARGER STATION FOOD PANTRIES

Edison State Community College is proud to assist students needing help to obtain necessities. The Student Resource Center and Food Pantry is stocked with all kinds of grab-and-go snacks, meal supplies, toiletries, household needs, and community resources. Stop by and check out our Charger Stations in Room 163 at Piqua, in the student lounge at Troy, in the Brooke-Gould Learning Resource Center at Eaton, and in Room 121 (for personal care items) and pantry items in the student lounge at Greenville. If you need additional assistance, please reach out at ResourceCenter@edisonohio.edu or stop in and see Dr. Jessica Chambers in room 160 in Piqua.

TECHNICAL SUPPORT SERVICES

For Blackboard Assignment issues, the instructor should be the first point of contact for Log-in or other technology issues:

There are several steps you can follow if you have issues logging in to Blackboard or Office.

During business hours:

- Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts.
- Reach out for help during regular business hours (9-5 Monday-Thursday, 9-4 Friday) o email to support@edisonohio.edu or call 937-778-8600 and ask for IT Help Desk

After hours:

- Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts · Go to www.edisonohio.edu into the Resources tab and click "IT Help Desk" then click "Chat".
- Call 937-778-7957 and talk to the off-campus Blackboard company to get help

TITLE IX STATEMENT - Anti-Discrimination, Harassment and Bullying

It is the policy of the College to maintain a learning environment free from bullying, discrimination, sexual harassment or sexual violence. Title IX federal law protects students, employees and third parties with a relationship with the college. All Edison State Community College employees are required to report all knowledge of incidents that violate the Title IX policy to the Title IX Coordinator or Deputy Title IX Coordinator immediately. Student and employee confidential consultation is available through the Coordinator of Health and Wellness Services. Title IX Policy and procedure language as well as contact information for the Coordinator of Health and Wellness, Title IX Coordinator and Deputy Title IX Coordinator can be found at www.edisonohio.edu/TitleIX/.

TUTORING SERVICES

All Edison State students are eligible to receive free tutoring and learning support services through our Tutoring Center. Available services include Edison State tutors, both online and in-person, covering a wide variety of courses including various levels of math and paper reviews, online tutoring through OhioLINK eTutoring, distraction-reduced study rooms, and the use of Tutoring Center resources including subject-specific and general study guides. For more information on tutoring services, visit the Tutoring Center in the Library, email us at tutoringcenter@edisonohio.edu, call 937-778-7959, or visit our webpage at <https://www.edisonohio.edu/tutoring-center/>

STUDENT WELLNESS ACT

College is stressful! Feeling burnt out, anxious, frustrated? When challenges arise, it's helpful to have someone to talk to. We have partnerships established with many local mental health providers and can connect you with area resources.

The Student Wellness Center helps students navigate obstacles which might cause issues or create a sense of distress during your school year. Edison State has built a network of health professionals to support students. With these partnerships, the Student Wellness Center can assist students who need support in areas such as:

- Recovery and Counseling referral
- Housing
- Food
- Physical well-being

Information and education are also provided on the topics of:

- Alcohol and drug abuse and prevention
- Sexual assault prevention and awareness
- Building healthy relationships
- Inclusion and belonging
- Survivor support
- Self-care
- Anti-Hazing

Walk in hours on campus are Tuesday, Wednesday, Thursday, 8am-5pm. Hours may vary according to the college schedule or events. You may schedule an appointment by clicking [here](#).

If this is a medical emergency, please call 911. If this is a mental health emergency, please call 988. Please note that the Charger Station Food Pantry has been relocated to Room 060 (next to the cafeteria).

ADDITIONAL SUPPORT SERVICES

For additional help, please click the ASSIST tab on Blackboard or the Edison State Student Resources folder within your course.

Course Outline and Assignments

All homework assignments are due in Blackboard by 11:59 pm on Saturday or Sunday night.

Week 1

Aug 24

Chapter 1

Introduction Discussion – Write a two paragraph about yourself. Initial post due on **Wednesday**; responses due **Saturday night in blackboard**

Discussion Board 1: Opening Case and Closing Case on Globalization.

Log into MindTap and explore the online book, flashcards, and find the chapter quizzes
MindTap Quiz 1 – Ch 1 due on **Sunday night Aug 30**

Week 2

Aug 31

Chapter 2

Mind Tap Quiz and Assignment - Ch 2 due on **Sunday**

Discussion Board 2: Closing Case—Is Democracy Good for Economic Development?
Initial post due on Wednesday; responses due on **Saturday Sep 5**

Week 3
Sep 6

Chapter 3

Mind Tap Quiz, Case Activity and Assignment- Ch 3 due on **Sunday**

Case Analysis 1: Closing Case--Monetizing the Maasai Tribal Name. Read chapter 3 and the closing case. Write a one-page analysis of how the norms for global business are different from the Maasai culture and why Ron Layton wants to change the situation. Submit your paper by 11:59 pm on **Sunday Sep 12**

Week 4
Sep 13

Chapter 4

Mind Tap Quiz - Ch 4 due on **Sunday**

Discussion Board 3: Closing Case: Chapter 4: Read the chapter and complete the Closing Case: Using the resource-based view of VRIO (Value, Rarity, Imitability, and Organization)

1. What are Adidas's secrets behind its success?
 2. In manufacturing and labor-practice auditing, under what conditions would Adidas use outsourcing? Under what conditions would it engage in the activities in-house?
- . **Test 1** Chapters 1-4 Online on Blackboard, due by 11:59 pm on **Sunday Sep 19**

Week 5
Sep 20

Chapter 5

Mind Tap Quiz and Case Activity - Ch 5 due on **Sunday Sept 26**

Discussion Board 4: Tariff Barriers to Free Trade. Initial post due on **Wednesday**; responses due **Saturday Sep 25**

Week 6
Sep 27

Chapter 6

Mind Tap Quiz, Case Activity and Assignment - Ch 6 due on **Sunday**

Case Analysis 2: Closing Case--Automobile FDI in Brazil and Mexico. Read the chapter and the closing case then write a one-page analysis of how FDI (Foreign Direct Investment) in auto manufacturing is different in Brazil compared to Mexico. Please include examples from the case. Submit your paper due by 11:59 on **Sunday**

Week 7
Oct 4

Chapter 7

Mind Tap Quiz, Case Activity and Assignment - Ch 7 due on **Sunday**

Discussion Board 5: Australian Wine. Initial post due on **Wednesday**; responses due **Saturday**

Week 8
Oct 11

Chapter 8

Mind Tap Quiz, Case Activity and Assignment - Ch 8 due on **Sunday**

Discussion Board 6: Integrative Case 2.1 Brazil's Quest for Comparative Advantage Initial post due on **Wednesday**; responses due **Saturday**

Test 2: Chapters 5-8 Online in Blackboard due **Sunday** by 11:59pm

Week 9
Oct 18

Chapter 9

Mind Tap Quiz, Case Activity and Assignment - Ch 9 due on **Sunday**

Case Analysis 3: The Rise of Alibaba. Read the chapter and the closing case then write a one-page double-spaced analysis on what Alibaba has done to be a success in China. Submit your paper due **Saturday** by 11:59 pm.

<u>Week 10</u> Oct 25	Chapter 10 <u>Mind Tap Quiz, Case Activity and Assignment</u> - Ch 10 due on Sunday <u>Discussion Board 7</u> : Closing Case: Amazon Goes to India. Initial post due on Wednesday ; responses due Saturday by 11:59 pm
<u>Week 11</u> Nov 1	Chapter 11 <u>Mind Tap Quiz, Case Activity and Assignment</u> - Ch 11 due on Sunday <u>Discussion Board 8</u> : Competitive Strategies/Dynamics. Initial post due on Wednesday ; responses due Saturday by 11:59 pm.
<u>Week 12</u> Nov 8	Chapter 12 <u>Mind Tap Quiz and Assignment</u> - Ch 12 due on Sunday Case Analysis 4 : The Opening Case about Fiat Chrysler discusses how the alliance between Fiat and Chrysler moved from an alliance to an acquisition. Write a one-page double-spaced analysis of why this has been a success for both companies and why did the Daimler-Chrysler Alliance network. Submit your paper due Sunday, by 11:59 pm Test 3 : Chapter 9-12 Online in Blackboard, due Sunday, by 11:59 pm .
<u>Week 13</u> Nov 15	Chapter 13 <u>Mind Tap Quiz, Case Activity and Assignment</u> - Ch 13 due on Sunday <u>Discussion Board 9</u> : Learning around the world. Initial post due on Wednesday night; responses are due Saturday, by 11:59 pm
<u>Week 14</u> Nov 22	Chapter 14 <u>Mind Tap Quiz, Case Activity and Assignment</u> - Ch 14 due on Sunday Case Analysis 5 : Emerging Markets 14.1 Marketing to Chinese Tourists. Imagine you are in charge of international marketing at a Las Vegas Casino. Your boss learns that Macau attracts more Chinese tourists than Las Vegas (as described in Emerging Markets 14.1 in the book) and asks your team to create a marketing plan to attract more Chinese tourists in the next 12 months. Write a one-page marketing plan. What would you include in your plan, due Sunday, by 11:59 pm .
<u>Week 15</u> Nov 29	Chapter 15 <u>Mind Tap Quiz, Case Activity and Assignment</u> - Ch 15 due on Sunday <u>Discussion Board 10</u> : Closing Case: Dallas Versus Delhi. Should Sarkar accept the new opportunity in Dallas, Texas? Explain your answer using chapter concepts. Initial post due on Wednesday; responses are due Saturday, by 11:59 pm .
<u>Week 16</u> Dec 6	Chapters 16 & 17 <u>Mind Tap Quiz</u> Ch 16 & 17 due on Sunday <u>Discussion Board 11</u> : Closing Case: The Ebola Challenge. Dr. Margaret Chan, Director General of the World Health Organization, criticized the pharmaceutical industry for being “profit-driven” and for failing to invest in the development of a vaccine or cure for Ebola. As CEO of a leading pharmaceutical firm, how do you respond to these criticisms? Initial post due on Wednesday ; responses due Friday , December 12, 2026, by 5:00 pm; and the Final Test 4 : Chapters 13-17 Online in Blackboard, due Friday , December 12, 2026, by 5:00 pm.

EVALUATION OF STUDENT WORK

Your final grade for the course will be based on the following:

Exams (4)	400 points
Quizzes (15 @ 20 points ea.)	275 points
Case Analysis (5 @ 75 points ea.)	375 points
Discussion Boards (11 @ 50 points ea.)	550 points
TOTAL	1600 points

Final grades in course will be determined based on the volume of assignments you complete throughout the semester, are as follows:

90 – 100%	A
80 - 89%	B
70 - 79%	C
60 - 69%	D
59% and below	F