



## Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

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**Semester:** Spring

**Course Prefix:** MGMT

**Course Title:** Survey Int'l Business

**Year:** 2025

**Course and Section #:** 330-002

**Credits:** 3

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### *Course Description*

Teaches international business, trade and foreign investment, and theories of international trade. Studies economic development, international investment and international agencies (government and private) that affect international business by informing, regulating or financing. Develops an appreciation of the unpredictable forces of foreign environments. Explores how international businessmen respond to these influences.

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### *Course Attributes*

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

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### *Instructor Information*

**Instructor Name:** Eugene Seeley

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### *Student Learning Outcomes*

Develop an understanding and appreciating of why managers should study international business even through they may not be planning for an overseas career.

Identify the environments to which international business is subject.

Develop an awareness of the economic theories on international trade, development and investment, and describe the international monetary system.

Differentiate the types of international organizations.

Describe the influences of sociocultural, political and legal forces.

Describe how the fundamentals of accounting, finance, management, and marketing assume new and different dimensions when two or more countries are involved.

To analyze and evaluate global or intercultural issues

To discuss stereotypical cultural conceptions and recognize the complexity and variety of different cultural groups

To evaluate how one's own cultural rules and biases compare and contrast with those from different cultures.

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### ***Course Materials and Texts***

*International Business* By Geringer, McNett, Minor, and Ball. 3rd Edition.

A printed textbook is not required for this course. This class will use an electronic text and electronic course content that will be accessed through the Canvas web site for the course. This electronic content will be available the first day of class for all enrolled students. A charge of about \$80 will be assessed for all students in the course who are still enrolled after the drop date. This charge will be listed as a "Canvas Course Materials/McGraw-Hill" and will be paid through a process similar to that used for tuition/fees. McGraw-Hill also offers printed copies of the textbook in various forms for additional fees.

Students who drop the course after the drop date, may get their tuition back, but will NOT get the book fee back. The bookstore will not refund the money after the last day for 100% refund even if the student never attended class.

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### ***Course Requirements***

#### **Course Assignments, Assessments, and Grading Policy**

<b>Grade</b>	<b>Percent of Points</b>
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66

D-	60-62
E	<59

Your class grade is weighted by each assignment group as shown below.Exams	10%
Podcasts Discussions	15%
Research Paper	15%
UGI Projects	20%
Course Survey	1%
<b>Total</b>	100%

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### Required or Recommended Reading Assignments

**Lesson 1: The Challenging Context of International Business**

**Lesson 2: International Trade and Investment**

**Lesson 3: Sociocultural Forces**

**Lesson 4: Political Forces that Affect Global Trade**

**Lesson 5: International Competitive Strategy**

**Lesson 6: Economic and Socioeconomic Forces**

**Lesson7: Marketing Internationally**

**Lesson 7: Internation Markets: Assessment and Entry Modes**

**Lesson8: Export and Import Practices**

**Lesson 9: Organizational Design and Control**

**Lesson 10: Organizational Designand Control**

**Lesson 11: The International Monetary System and Financial Forces**

**Lesson 12: Intellectual Property Rights and Other Legal Forces**

**Lesson 13: Managing Human Resources in and Int'l Context**

**Lesson 14: Int'l Accounting and Financial Mgmt**

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### General Description of the Subject Matter of Each Lecture or Discussion

**Lesson 1: The Challenging Context of International Business**

Lesson 1: The Challenging Context of International Business module publish options, published

Add Content to Lesson 1: The Challenging Context of International Business

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[Lesson 1 - Overview](#)

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- Discussion Topic

[🔊 Podcast 1](#)

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[📄 Research Paper - Topic](#)

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Lesson 2: International Trade and Investment

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- Discussion Topic

[Podcast 2](#)

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Lesson 3: Sociocultural Forces

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Lesson 4: Political Forces that Affect Global Trade

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Lesson 5: International Competitive Strategy

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- Quiz

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Lesson 6: Economic and Socioeconomic Forces

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[📄 Research Paper - Peer Review](#)

Feb 20

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Lesson 7: Marketing Internationally

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- Discussion Topic

 [Podcast 5](#)

Feb 25

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 [Individual Quiz 7A](#)

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 [Team Quiz 7A](#)

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 [Individual Quiz 7B](#)

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 [Team Quiz 7B](#)

Feb 27

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  [GENAI Culture Project – Vetted Paper with Interview](#)

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Lesson 8: International Markets: Assessment and Entry Modes

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**[UGI Project - Data](#)**

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**[Individual Quiz 8A](#)**

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**[Team Quiz 8A](#)**

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**[Individual Quiz 8B](#)**

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Lesson 9: Export and Import Practices

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- Discussion Topic

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## [Team Quiz 9A](#)

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- Assignment

### [\*\*GENAI Culture Project – Review of GENAI Assignment\*\*](#)

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Lesson 10: Organizational Design and Control

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- Discussion Topic

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Mar 25

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[Exam 2 \(Remotely Proctored\)](#)

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Lesson 11: The International Monetary System and Financial Forces

**Lesson 11: The International Monetary System and Financial Forces**

Lesson 11: The International Monetary System and Financial Forces module publish options, published

Add Content to Lesson 11: The International Monetary System and Financial Forces

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- Discussion Topic

[Podcast 8](#)

Apr 1

4 pts

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Apr 1

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Apr 3

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Apr 3

20 pts

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Lesson 12: Intellectual Property Rights and Other Legal Forces

**Lesson 12: Intellectual Property Rights and Other Legal Forces**

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- Discussion Topic

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Apr 8

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Apr 10

20 pts

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Apr 10

20 pts

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Lesson 13: Managing Human Resources in an International Context

### **Lesson 13: Managing Human Resources in an International Context**

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[Lesson 13 - Overview-3](#)

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[UGI Project - Group Paper](#)

Apr 17

45 pts

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[Individual Quiz 13A](#)

Apr 15

20 pts

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[Team Quiz 13A](#)

Apr 15

20 pts

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Apr 17

20 pts

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[Team Quiz 13B](#)

Apr 17

20 pts

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Lesson 14: International Accounting and Financial Management

### **Lesson 14: International Accounting and Financial Management**

Lesson 14: International Accounting and Financial Management module publish options, published

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[Lesson 14 - Overview](#)

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Apr 22

1,000 pts

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### [G/I Survey](#)

Apr 22

1,000 pts

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### [Team member Grading](#)

Apr 22

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### [Individual Quiz 14A](#)

Apr 22

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### [Team Quiz 14A](#)

Apr 22

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### [Individual Quiz 14B](#)

Apr 24

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[● \*\*Team Quiz 14B\*\*](#)

Apr 24

20 pts

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- Quiz

[✳ \*\*Exam 3 \(Remotely Proctored\)\*\*](#)

Apr 28

132 pts

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- Quiz

[✳ \*\*Exam 3 PAT \(Remotely Proctored\)\*\*](#)

Apr 28

132 pts

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## ***Required Course Syllabus Statements***

### **Generative AI**

Generative AI is a subset of artificial intelligence models capable of generating new content, be it text, images, music, or other forms of data. By learning patterns from existing large amounts of data, these models can produce novel outputs that were not part of their training set, mimicking the style and structure of the learned data.

General Guidelines

**Data Protection** – You should not enter confidential data into publicly-accessible generative AI platforms. Information relayed to generative AI platforms under standard configurations lacks confidentiality and may reveal crucial or protected information to unintended recipients.

**AI Limitation** – Content produced by AI can be imprecise, deceptive, or wholly fabricated (often termed "illusions") or might encompass copyrighted elements. You hold accountability for any content you disseminate that incorporates material generated by AI.

**Transparency & Disclosure** – If you use AI-generated content in your work, proper citation is required. Review your syllabus carefully, if not clear, communicate with your instructor on how much AI-generated work is allowed to use in each assignment.

### **Using Remote Testing Software**

This course does not use remote testing software.

□ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

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## ***Required University Syllabus Statements***

### **Accommodations/Students with Disabilities**

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

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### **Academic Integrity**

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

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### **Equity and Title IX**

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment,

admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – [TitleIX@uvu.edu](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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### **Religious Accommodation**

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu). If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.