

# **GLOBAL MODULE FOR BUS110**

## **INTRODUCTION TO BUSINESS**

### **MODULE 1 – Doing Business in Global Markets**

**Description of module:** Students will gain a better understanding of international organizations and multinational corporations in the dynamic global markets. Emphasis of the module will be on trading with other nations, strategies for reaching global markets, forces that affect trade and the future of global trade. The module will focus on Europe and the European Union.

#### **Upon completion of the module, students will have:**

1. Discussed the importance of the global market and the roles of comparative advantage and absolute advantage in the global trade of the United States and Europe.
2. Explained the importance of importing and exporting in Europe and understand key terms used in global business.
3. Illustrated the strategies used in reaching global markets in Europe.
4. Explained the role of international organizations and multinational corporations in Europe and the European Union.
5. Synthesized research into a discussion forum post, written report, PowerPoint and orally presented the research findings to the class.

### **Global Student Learning Activities**

#### **Sakai Discussion Forums**

Students will be required to discuss research topics as presented by the instructor in Sakai discussion forums and respond to two classmates' initial posts.

1. Call, e-mail, or visit a local business that imports foreign goods from Europe (perhaps a wine or specialty foods importer). Ask the owner or manager about the business's participation in global trade, and compile a list of the advantages and disadvantages he or she cites. Post your results in the Sakai Discussion Forum due by Friday (09/01/17). Respond to the initial posts of two classmates by comparing notes with your classmates about their research due by Sunday (09/03/17).

2. Take it to the net: How do exchange rates change over a 30-day period? Research the euro along with four other currencies (ex. the British pound, the Japanese yen, the Mexican peso, the Saudi Arabian riyal) and record their exchange rates relative to the U.S. dollar for 30 days. At the end of the tracking period, choose a company in the European Union and describe what effects the currency shifts you noted might have on this company's trade with each of the countries whose currency you chose. Post your results in the Sakai Discussion Forum due by Friday (09/01/17). Respond to the initial posts of two classmates by comparing notes with your classmates about their research due by Sunday (10/01/17).
  
3. Students will select a product, service, or idea to market to a specific European country of choice. Research the key global market forces (sociocultural, economic and financial, legal and regulatory, and physical and environmental). Prepare a short explanation of whether the market is worth pursuing. Post your results in the Sakai Discussion Forum due by Friday (09/15/17). Respond to the initial posts of two classmates by comparing notes with your classmates about their research due by Sunday (09/17/17).
  
4. Research and discuss in the Sakai discussion forum the impact of the European Economic Area on business in Europe which guarantees the four pillars of free flow of trade, capital, goods and labor within member-states. Post your results in the Sakai Discussion Forum due by Friday (09/22/17). Respond to the initial posts of two classmates by comparing notes with your classmates about their research due by Sunday (09/24/17).

**Grading the Sakai Discussion Forums: Rubric**  
**100 possible points per post**

| Category                                 | Did Not Meet Requirements<br>(0 points)  | Met Requirement<br>(100 points)                         |
|--|--|---|
| <b>Promptness<br/>(20 points)</b>        | No posting credit at all for postings out of the date range.   | Met timeline requirements.                              |
| <b>Delivery of Post<br/>(20 points)</b>  | Poor spelling and grammar; format is difficult to read and/or unprofessional by common business standards. | Overall format is clear.                                |
| <b>Relevance of Post<br/>(20 points)</b> | Missing details required per the project directions.   | Covers all details required per the project directions. |

|  |   |  |
|--|---|--|
| <b>Quality of References/Resources Used (20 points)</b>  | References used were not scholarly resources or from a credible resource. No citations. | Used scholarly and credible resources.                 |
| <b>Quantity of References/Resources Used (20 points)</b> | Posts contained less than 3 resources directly credited.                                | Post contained at least 3 resources directly credited. |

**Research Report (Due 09/03/17)**

Brexit – England leaving the EU. How this will affect Britain’s economy, ability to do business in Europe and the U.S. Start by researching and understanding how EU works as economy and economic zone.

**Grading the Doing Business in Global Markets Brexit – England  
Research Report: Rubric  
100 possible points per post**

| <b>Category</b>  | <b>Did Not Meet Requirements (0 points)</b>  | <b>Met Requirement (100 points)</b>                      |
|--|--|--|
| <b>Promptness (20 points)</b>                            | No credit at all for report out of the date range.   | Met due date requirements.                               |
| <b>Delivery of Post (20 points)</b>                      | Poor spelling and grammar; format is difficult to read and/or unprofessional by common business standards. | Overall format is clear.                                 |
| <b>Relevance of Post (20 points)</b>                     | Missing details required per the project directions.   | Covers all details required per the project directions.  |
| <b>Quality of References/Resources Used (20 points)</b>  | References used were not scholarly resources or from a credible resource. No citations.                    | Used scholarly and credible resources.                   |
| <b>Quantity of References/Resources Used (20 points)</b> | Report contained less than 4 resources directly credited.  | Report contained at least 4 resources directly credited. |

## **PowerPoint and Oral Presentation (Due 11/28/17 – 12/3/17)**

### **Project Objectives**

1. Provide a comprehensive overview of European countries (see report section below for the types of details we will research and discuss as a class).
2. Analyze cultural characteristic that impact business communication, with an emphasis on teamwork in a business setting working with European business partners.
3. Explain the benefits and challenges of team dynamics related to integrating US and *EU State of Student Choice* team members on a project.
4. Identify several best practice strategies for effective business communication and etiquette as relates to US and *EU State of Student Choice* cultural factors.
5. Describe the benefits of working with a diverse group of individuals (differences in social and cultural factors) in the workplace, specifically related to US and European cultural considerations (from the country of choice perspective).
6. Explore European leaders and their impact / contributions (business, political, field expert, social movement, etc.).
7. Explain Teamwork, Leadership and Management considerations in working with business partners (from the country of choice perspective).

Focus on the cultural considerations toward effective business communication strategies, with the specific focus of creating a United States and European country collaborative business team. Students research and present basic facts about a European country and study the broader cultural trends of that country. Students will explore the similarities and differences of business communication practices, specific to team dynamics based on the cultural considerations and preferences of European countries. Students will study the value and challenges of working with a multinational team.

Students will select “a country of choice” and create a Microsoft PowerPoint presentation. The first few slides will be used to discuss a comprehensive view of the country with a comparison to the United States. The research should include the following:

- Mapping, neighbors, time zone and latitude relationship to US
- Population, culture, geography
- Demographics, language, education
- Economy, currency, major industry
- Business climate, business standard practices and etiquette

The remaining slides of the presentation will be used to discuss the similarities, differences, advantages and obstacles in creating successful business relationships in a US and \_\_\_ (country of choice) business environment. The scope will encompass “client relationship building” and “internal team relationship building” between United States workers and business professionals with that “country of choice.”

In consideration: These presentations will be shared by the students with other students so all students can benefit from learning about each country covered.

**Doing Business in Global Markets with Multinational Teams**  
**PowerPoint Oral Presentation: Rubric**  
**100 possible points per post**

| Category   | Did Not Meet Requirements<br>(0 points)  | Met Requirement<br>(100 points)                              |
|--|--|--|
| <b>Promptness<br/>(20 points)</b>                            | No credit at all for PowerPoints out of the date range.  | Met due date requirements.                                   |
| <b>Delivery of Presentation<br/>(20 points)</b>              | Poor spelling and grammar; format is difficult to read and/or unprofessional by common business standards. | Overall format is clear.                                     |
| <b>Relevance of Information<br/>(20 points)</b>              | Missing details required per the project directions.   | Covers all details required per the project directions.      |
| <b>Quality of References/Resources Used<br/>(20 points)</b>  | References used were not scholarly resources or from a credible resource. No citations.                    | Used scholarly and credible resources.                       |
| <b>Quantity of References/Resources Used<br/>(20 points)</b> | Report contained less than 4 resources directly credited.  | PowerPoint contained at least 4 resources directly credited. |

**Methodology**

Lectures, PowerPoints, chapter readings, online discussion forums, self-assessments, quizzes, and online simulations. In class team building exercises, case studies, websites and audio visual media.

**Time**

6 hours out of 48 hours

**Materials**

McGraw Hill Connect software, access to high speed internet, access to a computer or laptop with audio capabilities so content can be heard, access to a reasonably current web browser (Firefox or Chrome are recommended), access to standard browser plugins such as Adobe Acrobat and Flash, ability to access and use the Sakai online platform, a way to save documents one may find useful for the course i.e. travel drive, a Durham Tech email account, the ability to

use Microsoft's Power Point, Excel and Word and the ability to convert documents into a PDF file.

### **Assessment**

The final grade of this course will be comprised of the following components:

| <b>BUS110 – Fall 2017<br/>Introduction to Business Grading Factor</b>                             | <b>Percentage</b> |
|---|-------------------|
| <b>Doing Business in Global Markets Brexit – England<br/>Research Report</b>                      | 10%               |
| <b>Doing Business in Global Markets with Multinational Teams<br/>PowerPoint Oral Presentation</b> | 10%               |
| <b>Connect LearnSmart</b>   | 10%               |
| <b>Connect Assignments</b>  | 10%               |
| <b>(4) Doing Business in Global Markets Sakai Discussion Forums</b>                               | 10%               |
| <b>Connect Chapter Quizzes</b>  | 25%               |
| <b>Connect Cumulative Final Exam</b>  | 25%               |

The research report (10%), PowerPoint presentation (10%) and four discussion boards (10%) are combined for the module and will equate to a total of 30% of the student's course grade.

## Resources

The textbook: *Understanding Business* 11<sup>th</sup> Edition by Nickels, McHugh, McHugh Publisher: McGraw Hill Education.

Durham Technical Community College Library's LibGuides

(Doing Business in Global Markets): <http://durhamtech.libguides.com/business-global-markets>

<http://www.nclive.org/browse>

NC LIVE provides a wide range of research resources—articles, videos, e-books, etc.—to library users across North Carolina. Here are some resources that contain information related to doing business in Europe:

- [ABI/INFORM Collection](#) is a ProQuest database that "features thousands of full-text journals, dissertations, working papers, key business and economics periodicals such as the Economist, country-and industry-focused reports, and downloadable data. Its international coverage gives researchers a complete picture of companies and business trends around the world."
- [ProQuest Asian & European Business Collection](#) contains articles from academic journals, newspapers, magazines and other sources related to business in Asia and Europe.
- [ProQuest Business Market Research Collection](#) includes Hoover's Company Profiles, OxResearch, US and Worldwide Industry & Market Reports from Barnes Reports and Snapshots.
- [ProQuest Telecommunications Database](#) covers all kinds of telecommunications. Its articles address communication technology, businesses in the field and market information.
- [ProQuest Computing Database](#) has computing articles for the scholar, programmer or consumer.
- [ProQuest European Newsstream](#) contains primarily newspaper articles, but also articles from trade journals and magazines.

Recommended for understanding political and economic integration within the EU: Dinan, Desmond. *Ever closer union: an introduction to European integration*. Boulder: London (2010).

UNC Center for European Studies Business Briefs: <http://europe.unc.edu/business/resources/>:

Policy briefs summarizing hot topics—such as Brexit, terrorism and data privacy—of interest to people in the United States who want to do business with the European Union.

### All Countries

<http://www.bbc.com/news/world/europe>

European news from the British Broadcasting Corporation.

Forbes

- <http://www.forbes.com/>

Forbes is a U.S.-based company providing worldwide business news.

- <http://www.forbes.com/video/>  
Video features from Forbes.

<http://news.cnet.com/>

CNET provides technology news and product reviews.

<http://knowledge.wharton.upenn.edu/>

Research on Europe's business and economy from one of the United States' leading business schools. Choose "Europe" from the "Regions" drop-down menu.

<http://www.mckinsey.com/>

Articles about global trends in business and tips for working in business. Also check out McKinsey Global Institute's Europe/Middle East/Africa articles.

(<http://www.mckinsey.com/mgi/our-research/europe-middle-east-africa>).

<http://www.pbs.org/wgbh/frontline/>

Frontline, investigative journalism from PBS.

[www.globalization101.org](http://www.globalization101.org)

Introduction to and overview of globalization from the State University of New York's Levin Institute, last updated in 2014.

<http://www.cnn.com/WORLD/>

Do a search for your country to find out the latest news.

<http://www.nationmaster.com>

"Compare countries on just about anything!" You can compare multiple countries or review a profile of a specific country. Data categories include GDP, poverty, health and many others.

<http://fita.org/countries/index.html>

The Federation of International Trade Associations. Check out "Doing Business" link on country page.

<http://www.nationalgeographic.com/travel/>

Open the drop-down menu at the top right (it says "USA") and choose your country of interest.

## The European Union

- [http://europa.eu/european-union/index\\_en](http://europa.eu/european-union/index_en)  
This is the official website of the European Union. It is a good starting point if you are looking for information and services provided by the EU.
- [http://europa.eu/youreurope/business/sell-abroad/service-providers/index\\_en.htm](http://europa.eu/youreurope/business/sell-abroad/service-providers/index_en.htm)  
Your Europe, from the European Union website, with information for businesspeople who want to expand their services from one EU country into another.

## U.S. Federal Government resources

- <http://www.state.gov/misc/list/index.htm>  
Information about the countries of the world, U.S. Embassies, Consulates, and Missions, U.S. Ambassadors and Chiefs of Mission, Chiefs of State of Foreign Countries, and much more. From U.S. Department of State.
- <https://www.cia.gov/library/publications/the-world-factbook/>  
The Central Intelligence Agency's World Factbook is well-known for providing thorough information on every country in the world with downloadable maps and flags. Information is divided into the seven primary areas of land, people, government, economy, communication, transportation, and military.
- [www.trade.gov](http://www.trade.gov)  
The U.S. International Trade Administration's official website.
- <https://www.export.gov/welcome>  
Federal government website serving U.S. exporters.
- <https://www.census.gov/foreign-trade/balance/c0003.html>  
Trade in Goods with European Union, a service from the U.S. Census Bureau.

## <http://www.worldbank.org/en/country>

Information on each of the 100 developing countries currently receiving assistance from the World Bank. The information is mostly in the form of text, with data on each of the countries, as well.

## <http://www.worldometers.info/world-population/population-by-country/>

Countries in the world by population, including historical data and future projections.

## Travel websites

- American Express Travel (<https://www.americanexpress.com/>): choose the "Travel" menu for further information about personal or business travel and other travel services.
- Travelocity (<https://www.travelocity.com/>): reserve flights, cars and hotels.
- Expedia.com (<https://www.expedia.com/>): reserve flights, cars and hotels.
- Hotels & Travel (<http://www.hotelstravel.com/>): reserve flights, cars and hotels.
- Business Traveller (<https://www.businesstraveller.com/>): reservations, news, reviews, travel features and other information for the jetsetter.

## Culture

### <http://www.kwintessential.co.uk/resources/news/>

Kwintessential is a company providing translation services. Browse their news features for

- Country etiquette guides
- Intercultural articles

- Business articles
- Intercultural business communication

<http://www.nationmaster.com>

"Compare countries on just about anything!" You can compare multiple countries or review a profile of a specific country. Data categories include GDP, poverty, health and many others.

#### Country profiles

- [http://news.bbc.co.uk/2/hi/country\\_profiles/default.stm](http://news.bbc.co.uk/2/hi/country_profiles/default.stm)  
The BBC's country profiles page links to specific country facts, leaders and newspapers.
- <https://www.cia.gov/library/publications/the-world-factbook/>  
The Central Intelligence Agency's World Factbook is well-known for providing thorough information on every country in the world with downloadable maps and flags. Information is divided into the seven primary areas of land, people, government, economy, communication, transportation, and military.

<http://www.mckinsey.com/featured-insights>

McKinsey & Company's Featured Insights includes business and management articles. Find articles of interest by searching on the following suggested search terms/phrases, for example:

- team building globally
- managing a global team
- team diversity international relations