

**BUS135, Introduction to Business Systems**  
**Department of International Management and Math, Fall 2018**

**Professor Roberto Cordón**

**Office Hours:** LAC (North Campus) Office 7  
Wednesdays 14:30-15:30; Thursdays 14:30-16:30; or by appointment

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**Class meeting** Tue/Fri 11:30-12:45, LAC (North Campus) 2

**Course Description**

The course introduces the global business system in the context of the economic, political, social and technological environments, relating business to society as a whole. Topics covered include the international scope, function, and organization of firms, and other fundamental concepts of multinational business. The course also addresses functional areas such as the value chain, production, marketing, human resources, and accounting. (Pre-requisite: ECN 100 or ECN 101)

**Course Objectives**

The *primary goal* is for students to understand how enterprises operate, their functions (production, marketing, etc.) and how they inter-relate in order to achieve successful results—profits. We will also discuss the role of managers in leading the various functions and integrating them into the overall strategy of the enterprise. Although we will look primarily at examples of international and multinational firms, the concepts certainly apply to any type of firm, including SMEs. A *secondary goal* will be to provide a basic understanding of the role of enterprises in today's world, how they relates to other actors in civil society, the challenges and opportunities of being a responsible corporate citizen, as well as the role of business in achieving the UN goals on economic growth and sustainable development.

The course should provide the groundwork for future business courses or –for the student who does not plan a business career—an insight into the economic world in which he/she will operate. It is also suitable for students interested in questions of social justice and sustainability. Students will become conversant in general business topics and discuss major recent events that have an impact on markets and society as whole.

**Student Learning Outcomes**

After completion of this class, the student should be able to:

- Be conversant on the larger economic, political and social issues that impact today's enterprises and their ethical/societal responsibilities.
- Be familiar with the key functions of an enterprise and their critical issues, from a managerial perspective.
- Grasp the challenges of managing in a multi-cultural environment.
- Understand how business trends emerge and how they affect profitability of enterprises.
- Understand the concepts of strategy, structure and orientation in international firms.

### Textbook and Readings

- J.D. Daniels, L.H. Radebaugh and D. P. Sullivan, International Business: Environments and Operations, 15<sup>th</sup> Edition (International), Pearson, 2015
- Additional short readings, as assigned
- Students should follow international business issues on a regular basis by reading the business sections of newspapers and magazines such as the *New York Times*, *International Herald Tribune*, *Wall Street Journal*, *The Economist*, *TIME*, or local publications. This will help you participate effectively in class.

### Course Requirements

- Weekly readings from textbook or newspaper articles, as assigned by instructor.
- Midterm and Final Exams
- Short paper (2-3 pages) on multi-cultural experience and possible implications in an international management context. (Guidelines will be distributed by the instructor.)
- Review + analysis on new products or current trends in international business. (*Topics to be discussed with and agreed to by the instructor.*)

### Grading

• Midterm Exam	24%	
• Final Exam	28%	
• Multi-cultural experience paper	8%	
• Analysis of New Products/Trends in IB (paper)	20%	
• Class Participation/Course Contribution	20%	=100%

All elements will be graded on a scale from 0 to 100. Grades are generally distributed along a normal curve. However, I am perfectly willing to bend the curve one way or another if many students perform well or poorly. (I always prefer to give more A's than D's!) Students need to pass either the midterm or the final exam, regardless of performance on other course elements. *Indicatively:*

A: > 93.3	A-: 90 - 93.3	B+: 86.7 - 90	B: 83.3 - 86.7	B-: 80 - 83.3	C+: 76.7 - 80
C: 73.3 - 76.7	C-: 70 - 73.3	D+: 66.7-70	D: 63.3-66.7	D-: 60 - 63.3	F: < 60

### Class Attendance, Participation and Course Contribution

Class discussions are integral to understanding and contextualizing the readings. We will discuss specific business situations; your opinions and questions benefit the whole class. ***Active and constructive participation in class discussions will be rewarded.*** Thus, class attendance will be essential to perform well and contribute to this course. Students who miss more than *three* classes may have their grade reduced by one level (a B becomes a B-). Poor attendance will also certainly impact the class participation note.

### Late Assignments Policy

Students needing extensions for their written assignments should discuss them in advance with the instructor. The standard penalty is 5% (half a letter grade) per day.

### Laptops and Cellphones

As they are very disruptive to the instructor and other students, laptops are not allowed in class or exams and cell phones should be turned off. If your phone rings during class, you will leave the classroom to answer the call and will not be allowed back in.

## Tentative Course Schedule

Week of:	Topic	Reading
	<b><i>Introduction to International Business</i></b>	
August 28	Orientation, Geobusiness Globalization and International Business	Ch. 1
September 4	The Political and Legal Environments Facing Business The Economic Environments Facing Business	Ch. 3 Ch. 4
September 11	International Trade and Factor Mobility	Ch. 5
	<b><i>Multicultural Experience Paper due on Tuesday 11 September</i></b>	
September 18	Government intervention in Business	Ch. 6
September 25	International Trade and Government Intervention (integrative review) Cross National Cooperation and Agreements	Ch. 7
October 02	The Cultural Environments Facing Business	Ch. 2 + handout
October 09	Ethics in the Modern World: Globalization and Society	Ch. 11
	<b><i>Midterm on Tuesday 09 October (in class, tentative)</i></b>	
October 16	Introduction to International Business Strategy	Ch. 12, Ch. 14
Oct 20-Nov 04	Academic Travel (enjoy!)	
November 06	The Organization of International Business	Ch. 16
November 13	Global Marketing and the 4 Ps	Ch. 17 + handout
November 20	Global Marketing and the 4 Ps	
	<b><i>No class on Friday 23 November (Happy Thanksgiving)</i></b>	
November 27	Global Production and Supply Chains Issues in International Accounting and Finance	Ch. 18 handout
	<b><i>Paper on New Products/Trends due on Tuesday 28 November</i></b>	
December 04	Human Resource Management	Ch. 20
	<b><i>Final Exam on Tuesday 11 December, 11:00—13:00</i></b>	

## Statement on Cheating and Plagiarism

A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the University. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one's personal integrity and is unjust to those students who have studied.

Consequently, the University has adopted the following code:

- When an examination is in progress, all unauthorized books, notes, papers, notebooks, and phones must be left outside the classroom, or, where this is not feasible, left beneath the student's seat unopened.
- Students will be asked to distribute themselves around the room during an exam so as to leave the widest possible space between them.
- During the examination only the blank paper required for the examination and a pencil, pen or other tools as permitted by individual instructors may be on the desk.
- Should an instructor see written crib notes in evidence or see a student consult a cell phone during an exam, the presumption will be that the student has cheated on that exam.
- If a student must leave the classroom during an examination due to physical duress, the student must turn in the exam and will not be allowed to return during the examination period. No make-up examination will be administered.
- It is within the prerogative of the instructor to take a student's paper during an exam and to ask that student to take an oral exam, or another exam, at the instructor's choice.
- A student found cheating will be reported to the Dean of Academic Affairs. A second offense, in the same or any other course, will result in dismissal from the University.
- A student found cheating on an exam will be given an "F" for that examination. If it is a final examination, the student may be given an "F" for the course.
- A student whose paper or assignment has clearly been plagiarized will receive an "F" for that paper. Notification will be sent to the Dean of Academic Affairs. A second offense, in the same or any other course, will result in dismissal from the University.

Cases of academic dishonesty may be handled by the instructor in whose course the violation occurred if the matter is a result of student ignorance or is a first offense. The instructor will assess the severity of the violation and impose an appropriate penalty. In the event of a repetition of dishonesty, the matter will be referred to the Dean of Academic Affairs, and the student will risk dismissal from the University.

***Please note that I hold the above statement very seriously. In my courses, any case of cheating will result in an automatic "F" for the whole course.***