

FRANKLIN UNIVERSITY SWITZERLAND

BUS 135—INTRODUCTION TO BUSINESS SYSTEMS

3-27 June 2019 (Summer Session I)

Mon/Tue/Wed/Thu 11:30-14:05, LAC (North Campus) 2

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Professor Roberto Cordon

Office Hours: LAC (North Campus) Office 7
Tuesdays 17:15-18:15; or by appointment

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Final Exam: Thu 27 June, in class

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 101)

Course Objectives

The *primary goal* is for students to understand how enterprises operate, their functions (production, marketing, finance, etc.) and how they inter-relate in order to achieve successful results—profits. We will also consider 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 (with reduced complexity) to any type of firm, including small- and medium-sized enterprises (SMEs). A *secondary goal* will be to provide a basic understanding of the role of business in today's world, how it operates, how it relates to other actors in civil society, the challenges and opportunities modern business face.

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. Students will become conversant in general business topics and discuss major recent corporate 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 with 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, 15th 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

- Daily 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. (Exact task will be explained 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 Current Trends in IB (paper)	20%	
• Class Participation	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 Participation, Attendance and Course Contribution

Class attendance will be essential to perform well in this course. We will discuss specific business situations; **thus, active and constructive participation in class discussions will be rewarded.** The class contribution grade will be determined as follows:

- Students get 8 points just for attending regularly. One absence is allowed "for free"; after that 1 point will be deducted for each absence. Coming late to class (>5 min.) is worth ½ point.
- 12 points will be allotted based on contribution (overall involvement and quality of interventions). An A+ means 12 additional points; an A is 11; an A- is 10; a B+ is 9; and so on; an F (no participation whatsoever or disruptive behavior) gives no additional points.

Late Assignments Policy

Students needing extensions for their written assignments should discuss them in advance with the instructor. The standard penalty in this summer course is 10% (one 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.

Indicative Course Schedule/Topics

Instruction for this course will begin on Wed. 5 June. Since it will be run as an “independent study”, the instructor/students may agree on schedule adjustments.

Class of:	Topic	Reading
June 5	Orientation, Geobusiness Globalization and International Business	Ch. 1
June 6	The Political and Legal Environments Facing Business	Ch. 3
<i>Multicultural Experience Paper due on Monday 10 June</i>		
June 10	The Economic Environments Facing Business	Ch. 4
June 11	International Trade and Factor Mobility	Ch. 5
June 12	Government Intervention in Business	Ch. 6
June 13	The Cultural Environments Facing Business	handout
June 17	Ethics in the Modern World: Globalization and Society	Ch.11
<i>Midterm on Mon 17 June, in class</i>		
June 18	Introduction to International Business Strategy	Ch. 12, Ch. 14
June 19	Introduction to International Business Strategy (cont.) The Organization of International Business	Ch. 12, Ch. 14 Ch. 16
June 20	The Organization of International Business (cont.) Global Marketing and the 4 Ps	Ch. 16 Ch. 17 + handout
June 24	Global Marketing and the 4 Ps (cont.) Global Manufacturing and Supply Chain Management	Ch. 17 + handout Ch. 18
June 25	Global Manufacturing and Supply Chain Management	Ch. 18
<i>Paper on Current Trends in International Business due on Tuesday 25 June</i>		
June 26	Human Resource Management	Ch. 20
June 27	Review and catch-up	
<i>Final Exam on Thursday 27 June, in class</i>		

Academic Dishonesty

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.

Furthermore:

A student who is strongly suspected of submitting a paper written by someone else, may receive a failing grade for the course, unless the student can prove his/her authorship. The professor will decide on a suitable means of assessment, e.g. by an oral discussion on the paper's topic, by providing evidence of a meaningful research and drafting process, or other appropriate mechanisms. In such cases, the student will also be reported to the Dean of Academic Affairs on the grounds academic dishonesty.

By the same token, if there is a strong suspicion that a student has written a paper for another student, they will be referred to the Judicial Board for potential disciplinary sanction, according to the FUS' Code of Conduct.

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