



***Course Syllabus
SEMESTER***

The School of Business, Hospitality Management, and Public Safety

<i>Course Name:</i>	International Business
<i>Course & Section Number:</i>	BUS 260-XXX
<i>Meeting Day(s) & Time(s):</i>	
<i>Credits:</i>	3
<i>Contacts Hours</i>	3
<i>Instructor's Name:*</i>	
<i>Office Hours & Location:</i>	
<i>OCC Phone:</i>	
<i>OCC Email:**</i>	
<i>Additional Contact Information:</i>	

*Please call me NAME; it is my preferred name. If you have a preferred name, please let me know so I can use it.

**Please use only Owens email for course communications.

Catalog Description

Examines the impact of global economy on business. Exposes the student to international trade theory, economic environments, cultures, political and legal environments, international marketing, import and export markets and international management.

Prerequisite/Corequisites

Co-requisite: None

Prerequisite: BUS 120

Course Materials

BUS 260 052 Spring 2026

INTERNATIONAL BUSINESS - MICHAEL THEISE

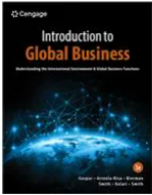
Inclusive Access

This course features an Inclusive Access product where course materials are delivered digitally on the first day of class and are included in your course fee.

Have questions about Inclusive Access? Contact our [IA Support team](#).

INCLUSIVE ACCESS

Inclusive Access – Access this item in Blackboard.



MINDTAP FOR INTRODUCTION TO GLOBAL BUSINESS: UNDERSTANDING THE INTERNATIONAL ENVIRONMENT & GLOBAL BUSINESS FUNCTIONS
GASPAR
ISBN13: 9780357717028
EDITION: 3RD
FORMAT: EBOOK
PUBLISHER: Cengage
COPYRIGHT: 6/28/2022

Please make note of the Inclusive Access nature of our course materials per above.

Additional handouts and case studies will be provided.

What You Will Learn in the Course

Course Objectives:

1. Identify and examine global issues and trends.
2. Recognize ethical, legal, and socially responsible international business practices.
3. Plan for international transport of goods, including proper financial, banking, and shipping documents.
4. Describe the Marketing Concept in the context of international business.
5. Describe international business and the importance of globalization.
6. Explain the global perspective on business and the importance of globalization.
7. Describe culture and explain the influence of both national culture and subcultures.
8. Explain how the physical environment and technology influence culture.
9. Distinguish among main types of political systems.

10. List the main types of legal systems and how they differ.
11. Identify the three main types of economic systems.
12. Describe the process of economic transition.
13. Describe the volume of international trade, how trade volume and world output are related, and international trade patterns.
14. Explain new trade and national competitive advantage theories.
15. List and explain the methods governments use to promote and restrict trade.
16. Describe the importance of GATT and WTO in promoting free trade.
17. Define regional economic integration and identify the five levels of integration.
18. Discuss the purposes, development, and financial centers of the international capital market.
19. Discuss the four primary functions of the foreign exchange market.
20. Explain how currencies are quoted and different rates given.
21. Explain how exchange rates influence the activities of domestic and international companies.
22. Explain the European monetary system and assess its record of performance.
23. Describe the main methods used to conduct primary international research.
24. Discuss the important production and marketing considerations influencing international strategy formulation.
25. Explain the various means of financing export and import activities.
26. Describe the recruitment and selection strategies issues facing international companies.
27. Describe the factors influencing international product policies.

Student Learning Outcomes

Outcome	Where Assessed
(1) Students will identify and become familiar with the required activities to support international business activities.	Chapter assignments 1-15.
(2) Students will demonstrate effective oral and written communication skills.	Oral presentations – 4 minimum. Case studies - 2.
(3) Students will work from both United States based and international perspectives to produce and process quantitative information and demonstrate effective critical thinking and problem-solving skills.	Chapters 1-15. Case studies - 2.

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-700, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and Harassment Policy and the College's Title IX Policy/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu. The policy may be found on the Owens website: 3358:11-2-63 Accommodation for a Student Absence for the Observance of Religious Beliefs and Practices Policy.

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. **Please save all your class materials until the end of the semester.**

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI Tools: This course requires you to complete various assignments that assess your understanding and application of the course content. You are expected to do your own work and cite any sources you use properly. You are not allowed to use any artificial intelligence (AI) tools, such as chatbots, text generators, paraphrasers, summarizers, or solvers, to complete any part of your assignments. Any attempt to use these tools will be considered academic misconduct and will be dealt with according to the Owens Community College academic integrity policy. Students are expected to complete all work independently and without the assistance of AI-generated content. If you have any questions about what constitutes acceptable use of AI tools, please consult with the instructor *before* submitting your work.

Student Responsibilities & Instructor Expectations

Late Work & Make-Up Policy:

Students are to be familiar with the assignment calendar and submit homework on time. If you are unable to complete an assignment on time, please contact me prior to or within 48 hours of the due date to discuss options to submit late work. I understand that occasionally something comes up that makes it difficult to submit on time. Frequent late work will result in reduced credit for that

assignment. It is recommended that each student maintain copies of submitted work in case of a discrepancy.

Contacting the Instructor:

Please use your Owens student email and include your course number and section in the subject line of the email so I know you are a student and which class you are taking.

Online Courses: Communication is very important. The instructor will communicate with you by email and/or Blackboard announcements. It is the student's responsibility to log in to the Blackboard shell frequently (suggested 3-5 times/week) and check email daily.

NOTE: May 7, 2026, is the last day students can drop the course without receiving an official letter grade. Please consult with your academic advisor prior to end of semester to review options.

Instructor Responsibilities:**Grading Timeline**

All assignments that are submitted by the due date will be graded and returned/recorded in the grade center within 1 week. Assignments that are submitted after the due date may take up to 2 weeks before I am able to grade it.

E-mail Communication

I aim to respond to emails **within 24-48 hours Monday through Friday**. Emails received over the weekend may take **72 hours** for a response. When emailing, please **include your course name and section number** to help me respond efficiently.

Classroom Environment:

Respectful communication: Our classroom is a safe space. Faculty and students show respect for each other in class, discussion boards and all communication.

How Grades are Determined and Major Assignments

Grading Procedure:

Evaluation Measure	Value Points	Student Learning Outcomes Assessed
Weekly Assignments (15@20 points each)	300	SLO #1
Case studies (submission & presentation) (2@100 points each)	200	SLO #2 & #3
Total Possible Points	500	

Grading Scale:

A = 450 - 500 points

B = 400 - 449 points

C = 350 - 399 points

D = 300 - 349 points

F ≤ 300 points

Important Dates to Remember (for 16-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 16-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	Exam Week
DATE	Last Day of Classes
DATE	Last Day to Drop Course Without a Letter Grade
DATE	Commencement

Assignment Calendar

Week	Topics	Due Dates
1 DATE	Welcome & Course Introduction	DATE
2 DATE	Chapter 1: The Rise of Globalization Quiz #1	DATE
3 DATE	Chapter 2: The Evolution of International Business Quiz #2	DATE
4 DATE	Chapter 3: Regional Economic Integration Quiz #3	DATE
5 DATE	Chapter 4: The International Flow of Funds and Exchange Rates Quiz #4	DATE
6 DATE	Chapter 5: The Cultural Environment Quiz #5	DATE
7 DATE	Chapter 6: The Legal and Political Environment of Global Business Quiz #6 Case Study #1	DATE
8 DATE	Chapter 7: Corruption and Ethics in Global Business Quiz #7	DATE
9 DATE	TBD	DATE
10 DATE	Chapter 8: Entry Strategies in Global Business Quiz #8	DATE
11 DATE	Chapter 9: Control of Global Business Quiz #9	DATE

12 DATE	Chapter 10: The Organization of Global Business Quiz #10	DATE
13 DATE	Chapter 11: Global Human Resource Management Quiz #11	DATE
14 DATE	Chapter 12: Global Marketing Chapter 13: Global Operations and Supply Chain Management Quiz #12, #13 Case Study #2	DATE
15 DATE	Chapter 14: Global Financial Management Chapter 15: Accounting and Taxation in Global Business Quiz #14, 15	DATE
16 DATE	Course Wrap-Up	DATE

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course.