BUS 480: Global Environment of Business
University of Washington, Bothell
Business Administration Program
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Course page: http://faculty.washington.edu/laverty/BUS480
Reserve readings: http://eres.bothell.washington.edu/coursepage.asp?cid=76
Harvard cases and readings: http://www.xanedu.com/?PackId=159578

Overview and Purpose

BUS 480 is an integrative course. Unlike most undergraduate international business courses, it is
designed with the expectation (reflected in prerequisites) that the student has a solid grounding in
business disciplines (e.g., marketing, finance, operations, organization theory, and organizational
behavior) prior to beginning the course.

Businesses and managers find themselves in an increasingly global environment. The course emphasizes
understanding systematically the variety of forces (economic, political, and cultural) that affect businesses
operating beyond domestic borders.

Course Readings

Sundaram, A.K., and Black, J.S. 1995. The international business environment, custom edition (available
at the UWB bookstore).

Harvard cases and readings (available through XanEdu.com).

Reserve readings (available online through the library’s ERes (electronic reserves) system.
(Please note: We will use all the Harvard cases and readings, but we will not use all the
readings on electronic reserve.)

Methods, Requirements, and Evaluation

The course will be conducted as a seminar, with each student expected to engage in thoughtful and critical
discussion of and writing on course topics. Carefully studying (not just simply reading) assigned material
is necessary for students to be successful.

Each student should expect to prepare short written assignments. Some will be prepared in advance and
turned in by the beginning of class; others will be prepared as in-class assignments. Be prepared for one
or both types of written assignments for most classes.

Scheduled examinations will have take-home and/or in-class portions.
There will be group written assignments. The groups will be formed on the first day of class.

Most assignments are graded on either a 0-10 or 0-100 scale (some may be graded on a pass-fail basis). I translate these to UWB’s 4.0 scale as follows:

<table>
<thead>
<tr>
<th>0-10 scale</th>
<th>0-100 scale</th>
<th>UWB 4.0 scale</th>
<th>Letter equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.5</td>
<td>95</td>
<td>4.0</td>
<td>A</td>
</tr>
<tr>
<td>8.5</td>
<td>85</td>
<td>3.0</td>
<td>B</td>
</tr>
<tr>
<td>7.5</td>
<td>75</td>
<td>2.0</td>
<td>C</td>
</tr>
<tr>
<td>6.5</td>
<td>65</td>
<td>1.0</td>
<td>D</td>
</tr>
<tr>
<td>5.5</td>
<td>55</td>
<td>0.0</td>
<td>F</td>
</tr>
</tbody>
</table>

The course grade for each student will be determined by a weighted average of the grades on examinations, written assignments, and contribution to class discussion. I will determine the precise weights depending on the number of examinations and written assignments, but they will be approximately as follows.

- 30% Examinations
- 25% Contribution to class discussion
- 15% Global Distributed Teams Project
- 10% "Local" group written assignments
- 20% Individual written assignments

Important note: A student will not earn a passing grade in this course without a passing weighted average (as above) grade in examinations and individual written assignments.

Class Discussion

The emphasis of class activity will be discussion (active participation), as opposed to a "lecture and listen" format. The instructor’s role is to provide each student with the opportunity to participate, while assuring that essential material is addressed through the discussion. Therefore, you may not have the opportunity to speak each time that you wish to say something. If you feel that you are not being given appropriate opportunity to contribute or express you opinion, please do not hesitate to see me.

"Contribution to discussion" is not measured by "airtime." The best contributions to discussion improve the understanding of everyone in the class by demonstrating these characteristics: [1] responding to what others are saying; [2] identifying issues and competing ideas; and [3] applying facts, models, and analysis.

I understand that many students are not comfortable speaking in front of their peers in a class setting. Because this activity is so important in this course, I encourage anyone who feels uncomfortable with "contribution to discussion" to schedule an appointment with me as soon as possible to develop a plan for improvement in this area. My purpose is not only to provide suggestions for each student to develop in this skill area, but also to benefit the entire class by drawing from the knowledge and experience of all students in the class.

Class discussion will be conducted with the assumption that each student has studied and has an appropriate level of understanding of the assigned readings.
Global Distributed Teams Project

Each student will be assigned to a project as part of a "virtual team." You will work with students from Sweden (Stockholm School of Economics, Institute of International Business) and Israel (Open University of Israel). The home page for the project is hosted by the Stockholm School of Economics at http://www.iib.edu. Follow the link "student forum" below the lion picture in the left column.

Harvard cases and readings

Assigned Harvard cases and readings are available from XanEdu.com via the purchase of a "CoursePack." XanEdu has provided the following instructions to access your CoursePack:


2. Click on the "Students" button under the login area to register as a new user.

3. Complete the registration pages.

4. Log in to XanEdu using the User Name and Password you created during registration.

5. After you register, click on "Select a New CoursePack," and you will be taken to the billing page where you can purchase your CoursePack with a Credit Card or Check on our secure site.

6. Complete the purchase form.

7. After completing the purchase, you will be taken directly to "My XanEdu" where you can access your CoursePack.