



O G L E T H O R P E
U N I V E R S I T Y

BUS 370 GO LISBON

International Business: Lead Abroad Program Summer 2026

NOTE: THIS SYLLABUS IS SUBJECT TO MINOR REVISIONS

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Course Description

This course is designed to provide an understanding of the forces and challenges of conducting business across borders. Through the text, cases, and a group project, we will examine how corporate strategy frames the “going abroad” decision, assess the cultural impact of doing business in a foreign country, and consider organizational issues in an international context.

Course Objectives: To complete this course successfully, the student should:

1. Be able to explain the distinguishing characteristics of the multinational enterprise (MNE).
2. Be able to discuss the various rationales for making a “going abroad” decision.
3. Demonstrate familiarity with how local culture acts upon the foreign firm.
4. Compare and contrast the various corporate and investment structures that may be used to do business overseas.
5. Show knowledge of the fundamental skills required of managers in a foreign context.
6. Show recognition and understanding of ethical issues facing managers abroad.
7. Demonstrate knowledge of the political, cultural, and economic issues that are forming the future of today’s global business world.

BUS 370 Required Text

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Cavusgil, S., Knight, G., Riesenberger, J., International Business. (Pearson, 5th Edition)

Note: e-text is acceptable. However, earlier editions might not contain some of the essential materials such as case studies and purchasing a used text might mean you don’t have access to online resources for students. Electronic Edition is acceptable.

www.pearson.com is the website where you can purchase or rent the text.

The Wall Street Journal. You have access to the WSJ via the Oglethorpe Library. There we will find articles to discuss relevant to International Business. Go to the Oglethorpe Library site to sign up if you don’t already have access to the WSJ.

Lead Abroad Mission & Values

Lead Abroad is committed to leveraging international experience for a student's personal growth and development. Each course is specifically designed to challenge students, expose them to the local culture and help them become more globally minded citizens. During class and throughout the program, our expectation is that students will be gracious guests in the host country, which means

- Being polite to the locals
- Providing a kind salutation when entering a building with a guard or front desk attendant on duty
- Attempting to use the local language for requests, salutations and thanks
- Being patient with different customs and traditions

During the program we will also touch on these five core values of Lead Abroad

- Breaking through boundaries abroad and at home
- Creating trusting relationships with those from different cultures
- Identifying your purpose and path while abroad
- Serving others abroad and at home
- Maximizing your potential by taking what you learned back home

Classroom Ethos:

· Respect yourself and one another in the classroom. The obvious aim of this course is to provide an opportunity for you to engage in some of the most stimulating and controversial questions and issues that exist within our every increasing globalized world. A classroom environment that is conducive to such learning must be one in which each person is able to freely express his/her thoughts, to ask questions, to make mistakes, to disagree in a non-combative way, and to learn from and with one another. In short, use neither disrespectful speech nor any other form of disrespectful behavior towards one another.

· Cell phones and all other electronic devices (laptops, tablets, music devices, etc.) may NOT be used in the classroom unless specifically requested by the professor. Do not leave the room during class unless it is necessary. Leaving the room while class is in session is disruptive to your learning and to the learning of others.

Methods of Assessment

All grades for Assessment Methods utilize the following grading scale:

A= 93-100.
A- =90-92.
B+ = 87-89.
B = 83-86.
B- = 80-82.
C+ = 77-79.
C= 73-76.
C- = 70-72
D+ = 67-69.
D = 60-66.
F= 59 and below

ACTIVITIES AND ASSIGNMENTS

Group Project

Groups of 4-5 will prepare a comprehensive briefing for a product or service whose management is considering for entry into a specific foreign market. The proposal will reflect issues of strategy, considerations of culture, and challenges of implementation facing a company doing business abroad. Each team will prepare a *presentation* of their findings and recommendations. Teams will select a specific country and, upon the instructor's approval, use various resources to learn about how a company should go about doing business in that country. You don't need to choose an American company. However, your intended cross border efforts must use a target country other than the United States. So, you will have to learn about at least one foreign culture this semester. Additional guidance for the preparation of the paper will be provided in-class and on the Canvas class website.roup

Project Deliverables (Final Day of Class)

1. A detailed **PPT** deck uploaded to Canvas
2. A Presentation **PPT** deck uploaded to Canvas
3. A Group Presentation to the class.

Please note: Projects must be in PowerPoint.

Exams

There will be two exams derived from the text, handouts, lectures, and any other materials presented in class. The second exam will be given during the final week of class.

Make-up exams will not be given unless a justifiable reason (i.e. medical emergency or notice of death in the immediate family is given in advance.

Reflection/Reaction Papers

Responses To First Day Assignments

Your participation in uploading assignment responses to the discussion board will be graded. The details are available in the Assignment Module on Canvas.

Reactions to Visits/Out of Classroom Activities

In some cases, your reactions/experiences to guest visitors or out of class tours in Lisbon will be graded. Specifics of this assignment will be available on Canvas and explained in class. Depending on time available, these might be either visits on your own, with small

□ **Honor Code –**

- Our honor code proscribes cheating in general terms and also in any of its several specialized sub-forms - including but not limited to plagiarism, lying, stealing and interacting fraudulently or disingenuously with the honor council. The Code defines cheating as “the umbrella under which all academic malfeasance falls. Cheating is any willful activity involving the use of deceit or fraud to attempt to secure an unfair academic advantage for oneself or others or to attempt to cause an unfair academic disadvantage to others. Cheating deprives persons of the opportunity for a fair and reasonable assessment of their own work and/or a fair comparative assessment between and among the work produced by members of a group. More broadly, cheating undermines our community’s confidence in the honorable state to which we aspire.”

**All work in the course is subject to the terms of the honor code.
See the *Bulletin* for a complete reading.**

Honor Code

Students pledge that they have completed assignments honestly by attaching the following statement to each test, quiz, paper, overnight assignment, in-class essay, or other work:

I pledge that I have acted honorably.

(Signed) _____

It will be the responsibility of the student to provide these pledges by either attaching them on a separate sheet of paper or typing them as part of the assignment.

Plagiarism

Plagiarism includes representing someone else’s words, ideas, data, or original research as one’s own, and in general failing to footnote or otherwise acknowledge the source of such work. One has the responsibility of avoiding plagiarism by taking adequate notes on reference materials, including material taken off the internet or other electronic sources, used in the preparation of reports, papers, and other coursework.

Cheating

- The unauthorized possession or use of notes, texts, or other materials during an exam. Copying another person’s work or participation in such an effort.
- An attempt or participation to fulfill the requirements of a course with work other than one’s original work for that course.

SCHEDULE (SUBJECT TO MODIFICATION)

Dates	Topic	Preparation	Activities
PRE ARRIVAL			
VIA CANVAS	Introduction to International Business	<i>Read Chapter 1</i>	<ul style="list-style-type: none"> Post answer to reflection question on Canvas Discussion Board
VIA CANVAS	Globalization	<i>Read Chapter 2</i>	<ul style="list-style-type: none"> Post answer to reflection question on Canvas Discussion Board
Lisbon Week 1			
Mo: 7/6	The Cultural Environment and Ethics	Chapter 3	<ul style="list-style-type: none"> Introduce ourselves
Tu: 7/7	Theories of International Trade and Investment	Chapter 5 <i>Retail Visits This Week</i>	Visit a Local Marketplace Such As https://www.portugalist.com/lisbon-markets/
We: 7/8	Political and Legal Systems	Chapter 6	<ul style="list-style-type: none"> Group Project Topics due for approval.
Th: 7/9	Government Intervention	Chapter 7	<ul style="list-style-type: none"> Possible Visit To Port of Lisbon Market Observation Doc Due on Canvas
Lisbon Week 2			<ul style="list-style-type: none">
M: 7/13	Understanding Emerging Markets	Chapter 8	
Tu: 7/14	The Financial Environment	Chapter 9 Chapter 10	
W: 7/15			Visit Cod Museum
Th: 7/16	Strategy and Organization	Read Chapter 11	Group Progress Report Presentation
Lisbon Week 3			
Mo: 7/20	Global Market Opportunity	Read Chapter 12	Discussion of "Why the World Still Needs Trade. (On Canvas)
Tu: 7/21	EXAM #1	Lectures 1-8	
We: 7/22	Exporting/Direct Investment	Read Chapter 13	U.S. Embassy Presentation
Th: 7/23			Group Progress Reports
Lisbon Week 4			
Mo: 7/27	Direct Investment	Read Chapter 14	
Tu: 7/28	Franchising/Licensing	Read Chapter 15	
We: 7/29	Marketing	Read Chapter 16	
Th: 7/30	Exam # 2		
Fri: 7/31	Project Presentations		