



Oglethorpe University - Hammack School of Business

BUS 370 International Business

Summer 2026 - Barcelona

Professor Stephen Craft

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**Course Description:**

This course is designed to acquaint the student with the problems encountered in conducting business outside one's own country and to provide a basis for evaluating the impact on business activities of changing economic, political, and cultural factors. Cases will be used throughout the course to give the student experience with the challenges, and the advantages of doing business across national frontiers. Current topics in international business will be used to highlight business challenges and institutional decision-making in an international setting.

**Course Objectives:**

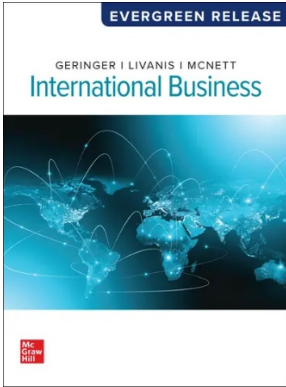
By the end of this course, you should be able to:

- Describe the factors that lead to the growing globalization of markets.
- Analyze the political and economic forces, and cultures among the global trading community.
- Explain how a global mindset impacts leadership practices and the development of competitive advantage.
- Assess how managing a global business differs from managing a domestic business, and the additional skills and knowledge managers need to be successful in the international environment.
- Evaluate the impact of trade barriers and tariffs and how their change over time has spurred the growth or reduction of the global economy.
- Describe the economic theories of foreign direct investment, investment structures, and the advantages and disadvantages of those structures.

**Class Participation:**

- Students are expected to participate in discussions and to serve as discussion leaders, taking the lead in various aspects of the discussions including case overview, analysis, and recommendations. Your overall commitment to this course, and your active participation will be critical to your success. In grading class participation, both the quantity and quality of your class contributions will be considered. Class participation is a function of preparation, skills, and attitude.

**Required Materials:**



**INTERNATIONAL BUSINESS**

Geringer, Livanis, McNett

ISBN13: 9781265899882

FORMAT: eBook or Textbook

PUBLISHER: McGraw-Hill

NOTE: You will NOT need access to Connect.

**Case Pack from Harvard Business School Publishing (2 cases):**

<https://hbsp.harvard.edu/importbestmall/1390045>

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**Grading:**

Class Participation/Attendance	10%
Short Reaction Essays (2)	10%
Chapter Quizzes (13)	65%
Final Exam – Essay	15%
Total	100%

**Due Dates**

- All assignments are due on the assigned due date at the beginning of class.
- No late assignments will be accepted.
- Incompletes– Refer to the complete reading of the University’s policy in the Bulletin.

Course grades will follow guidelines provided in the Oglethorpe University Bulletin:

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 0-59

Dates	Topic	Preparation	Activities
Pre Arrival			
Via Canvas	Luxury consumers and the “K” shaped economy.	Watch Video and Complete Reading on Canvas	Prepare a short Reaction Essay as Assigned
Via Canvas	Spain and the International Economy	Watch Video and Complete Reading on Canvas	Prepare a short Reaction Essay as Assigned
Via Canvas	Context of International Business	Watch Video and Read Chapter 1	Complete Chapter 1 Quiz
Via Canvas	International Trade and Investment	Watch Video and Read Chapter 2	Complete Chapter 2 Quiz
Week 1			
Tue: 7/7	In Person Introductions Sustainability and Natural Resources	Read Chapter 4	Review of Class Plans Complete Chapter 4 Quiz
Wed: 7/8	Historical and Political Forces	Read Chapter 5	Complete Chapter 5 Quiz
Thur: 7/9	History of Commerce and Trade		To Be Announced
Week 2			
Mon: 7/13	IP Rights and Other Legal Forces	Read Chapter 6	Complete Chapter 6 Quiz
Tue: 7/14	Economic and Socioeconomic Forces	Read Chapter 7	Complete Chapter 7 Quiz
Wed: 7/15	International Monetary System and Financial Forces	Read Chapter 8	Complete Chapter 8 Quiz
Thur: 7/16	Venture Investing in Spain and Europe		To Be Announced
Week 3			
Mon: 7/20	International Competitive Strategy	Read Chapter 9 Golden Goose Case	Complete Chapter 9 Quiz
Tue: 7/21	Organizational Design & Control	Read Chapter 10	Complete Chapter 10 Quiz
Wed: 7/22	Global Leadership Issues	Read Chapter 11	Complete Chapter 11 Quiz
Thur: 7/23	Luxury Travel in Focus		To Be Announced

Week 4			
Mon: 7/27	Luxury Consumers in Focus		To Be Announced
Tue: 7/28	Assessment and Entry Modes	Read Chapter 12	Complete Chapter 12 Quiz
Wed: 7/29	Marketing Internationally	Read Chapter 13 The Row Case	Complete Chapter 13 Quiz
Thur: 7/30	Managing HR Internationally	Read Chapter 14	Complete Chapter 14 Quiz
Fri: 7/31	Final Exam	Essay on Cultural Events	Be prepared to share your observations and turn in final exam essay

## **Lead Abroad Mission & Values**

Lead Abroad is committed to leveraging the 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 ever 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.

## **Policies and Procedures**

- Accommodations

- If you need an accommodation due to special needs, contact Mr. Anthony Laporte (disabilityservices@oglethorpe.edu) to plan arrangements and then forward those accommodations to me.

- Classroom Etiquette (Violation can result in dismissal for that day's class).

- Show up on time, do not leave during class, and don't leave early!
  - Turn off cell phones– no texting.
  - No sleeping, surfing the web, listening to music, talking, or reading outside material.
  - Respect each other's humanity.

- Attendance

- **Daily attendance will be reported to the Lead Abroad Staff. Be sure you understand the program's policies regarding class absences. Violation of the attendance policy can result in dismissal from the program.**

## **Student Mental Health and Wellbeing**

All students currently enrolled at Oglethorpe may use Counseling Center services at no cost. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. Please visit <https://counseling.oglethorpe.edu/> for more details.

## **Civility Statement**

Oglethorpe University is a place dedicated to vigorous discussion, exchange of ideas and debate. Such discussion always runs the risk of becoming acrimonious, thus it is particularly important for all members of the Oglethorpe community to maintain a climate marked by mutual respect. We must be committed to the highest standards of civility and decency and to promoting a community where all people can work and learn together in an atmosphere free of demeaning behavior or hostility.

The need to maintain civility and mutual respect extends throughout the different venues of debate and discussion — from informal exchanges in the dining hall, the residence halls or the quad to formal discussions in classrooms, meetings, and social media.

Students and faculty have a responsibility to foster a healthy climate for the exchange of ideas in the classroom and on campus. To that end, students and faculty should specifically avoid behavior that disrupts classroom activities or creates a hostile or intimidating atmosphere.

## Academic Integrity and the Oglethorpe Honor Code

Our Oglethorpe community thrives on high standards of academic integrity. The Honor Code serves as a guiding document to develop our fundamental values of honesty, trust, fairness, respect, responsibility, and courage.

By embracing these principles, everyone at Oglethorpe supports equitable access to academic success, as well as personal and professional growth. Oglethorpe welcomes all who accept and affirm these principles of academic integrity.

### Affirmation

Students sign the following affirmation at the start of their Oglethorpe career during Convocation.

***“I affirm that I am acting with academic integrity.”*** (followed by the student’s signature)

Additionally, students are asked to sign this affirmation at least once in every course.

By regularly signing this affirmation, students are reminded of the Oglethorpe community standards of academic integrity. We encourage students to maintain a commitment to integrity beyond their time at Oglethorpe.

### Scope of the Honor Code

Our honor code is an academic one based on our learning community. The Oglethorpe Honor Code applies to all students enrolled in any academic activities at the University.

This code is to serve as a guiding framework for all educational pursuits at Oglethorpe University. The primary purpose of this code is to maintain and sustain the academic community, by promoting community members to act honestly and with integrity. The goal of this code is to help community members stay within a community of academic honesty. The code also contains the pathway for reintegration for students who diverge from our academic honesty standards, ensuring that these students are aided by tools and strategies to succeed academically.

The preamble to the Honor Code describes the concept of academic integrity, but the Honor Code also describes academic dishonesty as any actions aimed at gaining unfair academic advantage. Academically dishonest practices can be further partitioned into subcategories (plagiarism, misrepresentation, unauthorized aid, facilitation, and interpersonal academic misconduct). Examples of academic misconduct listed below fall within one of those categories, but these categories and examples are neither exhaustive nor mutually exclusive.

Categories (and examples) of academic misconduct are:

## **Plagiarism**

Plagiarism at its core is the failure to give credit for the use of another's legitimate work, and/or to have the work perceived as your own.

Examples of plagiarism include:

- Direct plagiarism, or copying word-for-word from a source without using quotations and proper attribution.
- Paraphrasing plagiarism, or the act of paraphrasing someone's work without acknowledging that the ideas are not your own.
- Self-plagiarism, or using work that you previously submitted for another course without acknowledgement or permission.

## **Misrepresentation**

Academic misrepresentation is an attempt to fulfill the requirements of a course with work other than one's own work. We distinguish misrepresentation from plagiarism by the fact that one could not reasonably give credit to a source in a case of misrepresentation.

Examples of misrepresentation include:

- Contracting with a person, website, or tool (either for free or via payment) to write an assignment for you (either in whole or in part) and submitting the paper as if it was your own.
- Contracting with a person, website, or tool (either for free or via payment) to solve problems for you (either in whole or in part) and submitting the solutions as if they were your own.
- Falsifying data, figures or sources in a laboratory report.
- Providing a report of attending an event, visiting a site, participating in an extra-credit activity and the like when you were not actually present at the event/site/activity.

## **Unauthorized Aid**

This category refers to any possession or use of unauthorized materials or assistance in an effort to fulfill course requirements. It is the student's responsibility to ask the professor for specific guidance on what materials or assistance are in fact authorized *and* to communicate that information to any tutors or other providers of authorized aid.

Examples of unauthorized aid include:

- Possession or use of unauthorized notes during an assessment.
- Possession or use of unauthorized electronic devices during an assessment.
- Unauthorized use of external source material.
- Unauthorized use of "homework helper" sites.
- Unauthorized use of generative artificial intelligence.
- Unauthorized collaboration with other students.

**Facilitation**

In this category, a student is facilitating another student's ability to commit academic misconduct.

While we do work and study in a collaborative space, it is the student's responsibility to ensure that other students do not misuse their work.

Examples of facilitation include:

- Knowingly permitting another student to copy your work.
- Uploading assignments and/or solutions to a shared test bank, "homework helper" site, or group chat.
- Signing in for a student at an event where attendance is a required part of a course.
- Claiming that another student completed work for a group project that they did not do.

The full text of the Honor Code can be found at <https://bulletin.oglethorpe.edu/11-honor-code/>. It contains the responsibilities we accept by becoming members of the community and the procedures we will follow should our commitment to academic integrity ever come into question. If you have any questions, please feel free to contact the Honor Council Director, Dr. Lynn Gieger ([lgieger@oglethorpe.edu](mailto:lgieger@oglethorpe.edu)).