MONTANA STATE UNIVERSITY BILLINGS

BGEN 360-600 International Business – Spring 2025

Instructor
Jessie Perius, Ph.D.
Class Time: Tues/Thurs 8:40 – 10:10 a.m.
Office Hours: TBD
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Campus Phone: 406-657-2212

Blended/Hybrid Format
Blended/Hybrid Modality: This class is delivered partially online in an asynchronous format and partially through face-to-face (F2F) interaction, typically in the classroom. There may also be some synchronous remote requirement. Both online and F2F interactions are required for the course. This delivery is characterized by the expectation of reduced F2F class meeting time when compared to the equivalent credit in-person course. (Course registration codes begin with -60)

Required Texts
The required text for the course is available through the MSUB Campus Store. **Global Business Today - Connect.** Author: Hill. ISBN: 1-2642-0963-0. Edition: 12th. Publisher: McGraw Hill. *Students do not access your digitally delivered code until you are sure you want to stay with the course as these items cannot be returned once accessed.*

Course Description
BGEN 360 – International Business Engages students with the complexities and challenges of doing business in a global economy. Emphasis is on learning about cultural diversity and different approaches to management and negotiation, theories of international trade, exchange rates, and an introduction to elements of importing and exporting. Country analyses and a cross national negotiation simulation are required. **Prerequisite:** Admission to upper division standing and BMGT 335 or consent of department chair.

Learning Outcomes
Upon completion of the course, a student will be able to:
- Demonstrate an understanding of the role and opportunities of the business within the international marketplace.
- Explain the requirements of the skills required to operate a multinational business operation.
- Demonstrate an awareness of the need to compete on a global basis and the decision-making process of multinational business enterprises.

Course Performance Objectives
Following completion of this course and the student's internship, the "A" student should demonstrate proficiency in the skills listed below.

   I.   **Communication (oral and written):** Students should be effective communicators in business and professional settings.

Oral communication. Oral communication will be emphasized when meeting in person (virtually and physically) and during end of course presentations.

Written communication. Writing skills will be demonstrated through contributions to the international business expansion plan.

II. **Problem Solving:** Students should be able to determine optimal solutions to business problems.

Quantitative skills. Quantitative business analysis will be demonstrated in the student's international business expansion plan in the financial analysis and marketing segmentation sections.

Critical thinking. Students will be expected to apply critical thinking skills to all the assignments.

Technology. Students will demonstrate technology use as they work in teams. Common technology used includes WebEx, GoogleDocs, and PowerPoint.

III. **Ethical Decision Making:** Students should be sensitive to the ethical ramifications of business activities.

As students work in their teams, they will need to assess the ethical implications of potential recommendations made to the client. Because teams will be comprised of students from various backgrounds, nationalities, and countries, there will not be a clear solution in when certain decisions need to be made. In these cases, faculty feedback will be provided; however, the student team must decide on the best decision, recommendation, or outcome of the action(s) being considered.

IV. **Global Mindset:** Students should be knowledgeable about globalization and cultural differences for businesses.

Global Issues, Markets and Operations, and Cultural Differences. Issues relating to international business, operations, and cultural differences are the basis for the entire course.

V. **Business Knowledge.** Students should possess fundamental knowledge in all core business disciplines.

Students will be required to share the culmination of their business knowledge in completing and presenting their international business expansion plan. Core business topics include Market Research, Legal Decisions, Manufacturing, Operations, and Supply Chain Logistics, and Financial Needs.

Email Policy

Email is part of the everyday business environment. It is expected that you use proper email etiquette when interacting with the instructor and your classmates. All emails must include a subject (with the course you are asking about), a greeting, a message, and a signature from you – the sender. The first email the instructor receives without all four (4) parts will be sent a response asking that you – the sender re-send the email with the missing information. After the first re-send request, the email will not receive a further response unless the follow-up adheres to the policy. If you do not understand what is missing, please call me with your questions. *Emails will be returned within 3 business days.*

Successful students **participate** in the learning process in a **positive manner**. Experience indicates student success is based on ***keeping current through reading, completing all assignments when due, and participating in class activities.*** In addition, when an unforeseen circumstance occurs, successful students communicate with the instructor as soon as possible so reasonable accommodations can be made. <u>If the instructor is not aware of something, no assistance can be provided</u>. Keep in communication with the instructor when needed.

Written Assignments

Written assignments must be written in English and are evaluated on grammar, content, completeness, clarity, and format. Proofreading, use of active voice, correct sentence structure, and clearly communicating ideas are important business skills. Writing skills are developed with practice and by making corrections based on feedback. Students are encouraged to use appropriate tools, like spell check to enhance their ability to communicate in writing.

AI Policy

The use of artificial intelligence (AI) <u>is not required</u> in this course. AI is a tool that can be used in business settings but should not be used to complete any of the assignments or discussions in the course. If an assignment is submitted to D2L, each assignment dropbox has Turnitin enabled. Turnitin will scan for plagiarism and the use of AI in each submission. In addition, discussion posts will be manually run through plagiarism and AI detection software. Any instance of AI usage represented as a student's work will be treated as plagiarism.

NOTE: Plagiarism is academic dishonesty. According to the Code of Student Conduct, when it occurs I have the right and obligation to take appropriate action. The actions I will take are:
1. First instance in **<u>any of my courses</u>** – written reprimand and a zero (F) on the assignment, quiz, discussion, or exam.
2. Second instance or *first instance for a second or third course from me* – a grade of "F" in the course the plagiarism occurred in.

<u>I take plagiarism seriously</u>. I hold a Bachelor of Science in Business Administration – Management option from the MSUB College of Business. The same or similar degree you are pursuing. If you plagiarize, it diminishes the degree I earned and the degree you are pursuing. Failing to learn the content in your courses and take shortcuts by using AI to do your work does not prepare you for the business world. I ask you to maintain academic integrity in this course and the others I teach. If you have any questions on plagiarism, ethical use of AI or a related topic, please contact me.

Late Policy

Any assignment that is turned in late, (1 minute – 24 hours after the deadline) will receive a 10% point deduction from the grade earned on the assignment. Any assignment turned in 24:01 hours late or more, after the deadline will receive zero (0) points, resulting in an "F" on the assignment. Late assignment submissions will be handled on a case by case basis at the instructor's discretion.

Extensions or Excusals Policy

If a student requests an extension or to be excused from an assignment, approvals must be obtained in writing via email. Failure to obtain written approval of the extension or excusal may result in failing the assignment and a zero in the gradebook. Verbal approvals will not be honored. If verbal approval has been given, written approval must also be requested.

Grading Turnaround
Points are posted in the Grade Book under a heading identifying the week it was assigned. If you completed an assignment and do not see a grade posted within 10 days **after the due date**, please send an email to the instructor. Contact the instructor with any questions or concerns about grades.

Due Dates and Time
All work due dates will be specified when assigned.

Final grades in this course will be determined on a standard academic scale and recorded as follows:

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	63-66%
D-	60-62%
F	Less than 60%

Course Schedule
The course will be offered from January 17 to May 1. Students will meet weekly (in-person) with the instructor to work on an expansion plan for a Portuguese company (Amorim) to enter the U.S. market. It will be similar to an international business plan.

Students will travel to Portugal over Spring Break (February 28 – March 8).
F February 28 – Travel day
Sa March 1 – Travel day
Su March 2 – Explore Porto
M March 3 – MSUB work day
T March 4 – MSUB work day
W March 5 – Company visit
Th March 6 – MSUB Planned Activity
F March 7 – MSUB Planned Activity
Sa March 8 – Travel day

Course Work Points Breakdown
The point totals for the graded components will be weighted as follows:

- **Connect Course Work:** 33%
- **International Business Expansion Plan & Presentation**: 33%
- **Attendance**: 34%

Course Work Summary
- **Connect Course Work:** Students will engage with McGraw Hill software for SmartBook assignments and quizzes to master course content.
- **International Business Expansion Plan & Presentation:** Some topics will include business history, market research, legal decisions, manufacturing and operations.

- **Attendance:** Requirements will be outlined in the accompanying schedule. Dates will generally be TR at the scheduled class time, during the travel week to Portugal, and during the week the ISPGAYA students and faculty are in Montana.

University Policies:

All students are expected to take all exams during the scheduled time. Assignments are due on the scheduled due dates.

Incomplete "I" Grade will follow the University Policy as published in the general catalog.

Incomplete "I" Grade: An Incomplete is given only when a student has attended for at least three-fourths of the semester but has been prevented by circumstances beyond his/her control from completing all of the requirements of the course. A student must provide adequate evidence to the instructor as to the reason why he/she was unable to complete the requirements for the course. If a grade of "I" Incomplete has been given, the instructor shall advise the Office of Admissions and Records in writing what the student must do to remove the deficiency.

An Incomplete must be made up within one calendar year. An "I" grade is not included in the computation of the GPA. An Incomplete grade not made up in the prescribed length of time automatically becomes an "F" grade. Once the grade of Incomplete has been converted to an "F" grade, the course must be repeated in order for the grade to be changed.

Academic & Behavioral Misconduct:

Will be handled according to the MSU Billings *Student Affairs Policies and Procedures Handbook* Part XII, B, 1.

Academic misconduct includes **all acts** of dishonesty in any academically related matter and any knowing or intentional help or attempt to help, or conspiracy to help, another student commit an act of academic dishonesty. Academic dishonesty includes, but is not limited to, each of the following acts when performed in any type of academic or academically-related matter, exercise, or activity.

Cheating - using or attempting to use unauthorized materials, information, study aids, or computer-related information.

Plagiarism - representing the words, data, works, ideas, computer program or output, or anything not generated in an authorized fashion as one's own. For the purposes of this policy, a student's own papers submitted to one course are considered 'published,' and submitting them to a second or subsequent course without substantial modification or citation would constitute plagiarism (See APA, 2010).

Fabrication - presenting as genuine any invented or falsified citation or material.

Misrepresentation - falsifying, altering, or misstating the contents of documents or other materials related to academic matters, including schedules, prerequisites, transcripts, and/or misrepresenting personal identification in an online course, which includes, but is not limited to, another person completing course requirements.

When academic dishonesty is alleged to have occurred, the instructor has the right and obligation to take appropriate action, which may include a verbal or written reprimand or warning, a grade of "F" (failure) for the assignment or test involved or a grade of "F" for the course. To initiate this process, the instructor must discuss the alleged violation with the student at the time of discovery and prior to taking formal action so the student has an opportunity to respond. The instructor may also refer the incident for possible institutional review, as outlined in Part IX, B, 4. If a student wishes to appeal his/her grade, he/she must follow the grade appeal process.

When misconduct of a behavioral nature occurs in the classroom (onsite or online), the instructor has the right and obligation to take appropriate action, which may include a verbal or written reprimand or warning that the behavior may be in violation of the Code of Student Conduct Part

IX, B, 2, F (Actions Against Persons or Groups, 4. Disorderly conduct or behavior). Furthermore, failure to comply with a request to cease the disorderly behavior may result in an additional violation Part IX, B, 2, P (Failure to comply with Directions of University Officials). In such case that disorderly behavior continues in the classroom, the instructor may elect to refer the incident for institutional, review as outlined in Part IX, B, 4.

Support Services:

Students with Disabilities

MSU Billings is committed to providing equal access. If you anticipate barriers related to the format or requirements of this course, please meet with me so that we can discuss ways to ensure your full participation in the course. If you determine that disability-related accommodations are necessary, please contact Disability Support Services (406-657-2283). We can then plan how best to coordinate your accommodations.

Academic Support Center

The ASC is committed to ensuring that MSUB's students achieve their educational objectives by offering a comprehensive collection of programs and services designed to promote improved academic performance. The University Campus ASC (located in the Student Union Building) and the City College ASC (located in the Tech Building) are open Mon-Fri from 9am-4pm.

The ASC provides free tutoring at both locations (and online through our virtual platform), with Drop-in Tutoring for Math and Writing available at all times during regular operating hours and Tutoring by Appointment available to assist with a variety of specialty subjects. The ASC also offers Supplemental Instruction to support targeted courses and sponsors a Peer Mentoring program.

For more information about all ASC resources, please call us at 406-657-1641, email us at academicsupportcenter@msubillings.edu, or visit our website at www.msubillings.edu/asc

Student Support Services TRIO

TRIO SSS provides **FREE** support for students seeking academic development and assists with basic college requirements by motivating students toward successful completion of their college careers. We invite students who are low income, first generation, or have a documented disability and have academic need to join the program! We provide free assistance, including peer mentoring, tutoring (one-on-one or group), equipment check-out, free printing and copying, access to computers, referrals to community organizations and agencies, workshops, study skills, and much more.

University Campus: Students who are working toward a Bachelor's Degree, visit us in the Library, Room 141, call 406-657-2162, or visit http://www.msubillings.edu/sss/ to learn more.
City College Campus: Students who are working on either a Certificate or Associate's Degree, visit us in the TECH Building Room A022, call 406-247-3051, or visit www.msubillings.edu/sss to learn more.

Veterans Upward Bound (VUB)

VUB is an education program that assists veterans with the process of enrolling in college and then **provides support and services while they are enrolled**. **We are here to make the transition from soldier to student a little easier and to help veterans who are new to MSUB and City College connect with other student veterans on campus.** We offer academic refresher classes and supplemental tutoring, help in navigating the college enrollment process, and guidance in applying for VA educational benefits and financial aid. We conduct workshops, host summer day trips, and sponsor local activities. We make referrals to help veterans connect

with community resources. All of our services are free to veterans enrolled in our program and any supplies necessary are provided. **VUB is located on the first floor of Cisel Hall** (between the parking garage and tennis courts on North 27th) on the MSUB campus. Please stop by, check out our study areas and student/staff break room, and learn more about our services. Contact us at 406-794-3244 or visit our webpage at www.vubmt.com for complete program information.

Military and Veterans' Success Center

The Military and Veterans Success Center (MVSC) is the primary point of contact for anyone wishing to use VA education benefits and/or military tuition assistance at MSU Billings. We also provide transition guidance, help coordinate academic support, and advocate for the educational success for all veterans, veteran spouses, and military-affiliated students on campus. Visit our website at Military and Veterans Success Center | MSU Billings for more information. Our veteran lounges can be found in the College of Education, Room 106 or at City College next to the City College Café, stop by and grab a free snack or drink!

Native American Achievement Center (NAAC)

The staff helps American Indian students succeed by providing advocacy and assistance in navigating campus and community services. The Center also provides students with a Native inspired setting that serves as a home away from home.

Student Health Services

Student Health Services provides high-quality, cost-effective health care and mental health counseling with an emphasis on health education and wellness initiatives to promote and enhance student success. The Student Health Center has a mental health counselor available to all students.

Student Health Counseling Services: Jerry Girard
Mental Health Counselor 657-2153
jerry.girard@msubillings.edu

University Campus – 2nd Floor Petro Hall; City College Campus – 2nd Floor Tech Building

Support Technology

Support Technologies are available for students to use from the Information Technology Department. For a list, please visit this link: https://www.msubillings.edu/it/software/student.htm