Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

BUSI 365
GLOBAL INDUSTRIES AND OPERATIONS

COURSE DESCRIPTION
An introduction to the organizational and operational dynamics of the various global industries and their rapidly growing importance to the world’s national economics and governments. Various aspects of the industries will be explored.

RATIONALE
Every student of international business must be able to identify the key industry drivers of globalization, discuss the functions of global operations, and describe various industries in terms of their structure, characteristics, and issues. This course provides instruction in each of these three critical skill areas. Thus, the prime objective of this course is to guide the learner through a process by which they can build and improve these skills.

I. PREREQUISITES
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:

A. Identify the key industry drivers of globalization.
B. Discuss the global operations function of multinational logistics.
C. Discuss the global operations function of global marketing.
D. Discuss the global operations function of multinational sourcing.
E. Discuss the global operations issues regarding the organizational structure of multinational organizations.

F. Describe the following global industries: Aerospace and Defense; Agriculture; Apparel and Textiles; Business Services; Chemicals; and Construction
G. Describe the following global industries: Consumer Products; Energy; Financial Services; Food and Beverage; Healthcare, Hospitality and Travel; and Industrial Manufacturing
H. Describe the following global industries: Media and Communications; Mining, Minerals, Metals; Pharmaceuticals; Public Services; Retail; Technology; and Transport Manufacturing

IV. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Access the following globalEDGE™ learning modules: key industry drivers of globalization, multinational logistics, global marketing, multinational sourcing, and organizational structure of multinational organizations, industry profiles.

B. Course Requirements Checklist

After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Group Discussion Board Forums (8)

Each group will research and post answers to the assigned discussion questions. The threads are due by 11:59 p.m. (ET) on Friday, and the replies are due by 11:59 p.m. (ET) on Monday. Threads should be at least 150 words, and replies should be at least 100 words. In Module/Week 8, threads are due by the end of the day Thursday and replies are due by the end of the day Friday.

D. Global Industry Project

Each student will research resources available for the investigation of a global industry and its operations, especially the structure, characteristics, and issues. The paper will conclude with how the Christian manager, working in the global arena, can be “in the world but not of it.” The project will require 10 pages and 10 references. This assignment is due by 11.59 p.m. (ET) on Friday of Module/Week 8.

V. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Group Discussion Board Forums (8 at 100 pts)</td>
<td>800</td>
</tr>
<tr>
<td>Global Industry Project</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1010</strong></td>
</tr>
</tbody>
</table>

B. Scale

A = 900–1010  B = 800 - 899  C = 700 - 799  D = 600 - 699  F = 0–599

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.

3. Assignments submitted two weeks late or after the final date of the class will not be accepted.

4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Disability Assistance

Students with a documented disability may contact LU Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
## COURSE SCHEDULE

**BUSI 365**

Learning Materials:  [http://globaledge.msu.edu](http://globaledge.msu.edu)

<table>
<thead>
<tr>
<th>MODULE/WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Study the globalEDGE™ learning module: key industry drivers of globalization</td>
<td>Course Requirements Checklist, Class Introductions, Group Discussion Board Forum 1</td>
<td>10, 0, 100</td>
</tr>
<tr>
<td>2</td>
<td>Study the globalEDGE™ learning module: multinational logistics</td>
<td>Group Discussion Board Forum 2</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Study the globalEDGE™ learning module: global marketing</td>
<td>Group Discussion Board Forum 3</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Study the globalEDGE™ learning module: multinational sourcing</td>
<td>Group Discussion Board Forum 4</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>Study the globalEDGE™ learning module: organizational structure of multinational organizations</td>
<td>Group Discussion Board Forum 5</td>
<td>100</td>
</tr>
<tr>
<td>6</td>
<td>Study the assigned globalEDGE™ industry profiles.</td>
<td>Group Discussion Board Forum 6</td>
<td>100</td>
</tr>
<tr>
<td>7</td>
<td>Study the assigned globalEDGE™ industry profiles.</td>
<td>Group Discussion Board Forum 7</td>
<td>100</td>
</tr>
<tr>
<td>8</td>
<td>Study the assigned globalEDGE™ industry profiles.</td>
<td>Group Discussion Board Forum 8, Global Industry Project</td>
<td>100, 200</td>
</tr>
</tbody>
</table>

**TOTAL** 1010

**NOTE:** Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.