

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
COURSE SYLLABUS**

**FACULTY MEMBER:**

**TERM:**

**COURSE TITLE: Global Enterprise Development**

**CRN:**

**COURSE NUMBER: MBA 7592**

**FACULTY CONTACT INFORMATION:**

**Technical requirements that may be required to utilize technology in this course:**

A headset or microphone

A webcam

Course Software/Hardware may be required (check with Instructor)

**Textbook(s):** Textbook information is available at the Wilmington University [Campus Store](#); this course does not use Connect.

**Case Studies:** Case studies can be directly purchased from the Harvard Business website. Links are provided on the course Canvas site. Cost is approximately \$8.50.

**Pre-Requisites:** MBA 6100, 6400, and 7200

**COURSE DESCRIPTION:**

This course covers information regarding how to effectively lead, manage and grow international businesses. Topics include the global economic / business environment, culture, ethics, international business strategy, sales and marketing, organizational structure and change of international businesses, among other related topics. The course culminates in proposing a business plan for starting a new business in a foreign country.

**MAJOR INSTRUCTIONAL GOALS AND LEARNING OBJECTIVES:**

**GOAL A:**

Students will gain a working understanding of the issues around globalization, the multinational firm, and develop the foundations for further study in the field of international business.

**Learning Objectives:** The student will:

- A-1.** Examine the most recent issues regarding globalization along with the dynamic structure and operations of multinational firm.
- A-2.** Identify the key variables, history, and trends associated with national differences in political economies.

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- A-3.** Define and be exposed to differences in culture that are often foundations for decision making, and a large differentiating factor in analytical approaches and individual perspectives.
- A-4.** Discuss international trade theory, its inter-relationships, and its implications on free trade principles and the free trade arena.

**GOAL B:**

Students will gain understanding of world financial markets, foreign investment, and the role of the International Monetary Fund.

**Learning Objectives:** The student will:

- B-1.** Analyze key principles in related to Foreign Direct Investment  
  
Acquisition Strategy, Geographic Diversification, Supply Chain Development and Joint Venture Strategy.
- B-2.** Differentiate between the numerous drivers impacting the political economy and their respective impacts on FDI.
- B-3.** Define the benefits and risks associated with regional economic integration.
- B-4.** Examine key principles in: Foreign Exchange Markets, Money markets, Bond markets and Equity markets. Differentiate the markets by structure and operations, while understanding their most efficient uses and applications.
- B-5.** Define the development, history, and operational structure of the International Monetary System.

**GOAL C:**

Students will gain an understanding of global capital markets, the multinational firm, and keys to managing in the global marketplace.

**Learning Objectives:** The student will:

- C-1.** Define the differences, structure, and operations of the numerous and interrelated global capital markets.
- C-2.** Identify the key drivers and principles impacting multinational strategy in the global markets.
- C-3.** Examine organizational dynamics in the multinational firm.
- C-4.** Identify the benefits, risks, and operating dynamics of importing, exporting and countertrade.
- C-5.** -  
associated complicating issues.

**GOAL D:**

Students will develop an understanding of key geographical regions that are driving global changes.

**Learning Objectives:** The student will:

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- D-1.** Review the Eurozone, its geography, geopolitical policies, and its
- D-2.** Review the Asian / Middle Eastern continents, their geopolitical policies, associations to free trade zones, and other global trade issues.
- D-3.** Review the South American / Central American regions, their geopolitical policies, associations to free trade zones, and other global trade issues.

**TEACHING METHODOLOGY:**

**A. Teaching Methods:**

This course will be taught by the Distance Learning Format. There will be weekly assignments which will need to be submitted on or before the due date as well as Discussion Board activities. Quizzes, exams and assignments: Students are expected to submit these on time. *Students submitting quizzes, exams and assignments late will earn no credit for those submissions.* If an extraordinary circumstance occurs that will prevent you from submitting a quiz, exam or assignment on time, please contact me to discuss the situation.

**B. Evaluation Procedure and Grading Policy:**

<b>Assessment</b>	<b>Points</b>	<b>% of Final Grade</b>
Discussion Boards (100 points each)	700	20%
Case Study #1 Paper	100	20%
Case Study #1 Discussion	100	10%
Case Study #2 Paper	100	20%
Case Study #2 Discussion	100	10%
Quizzes (7, drop lowest score; 6 quizzes @ 100 points each)	600	20%

Please refer to these academic policy websites:

[Graduate grading scale](#) (graduate scale)

[MBA College of Business Program Competencies](#)

[Wilmington University Graduation Competencies](#)

**C. Course Assignments:**

Assignments for this class will be as follows:

1. Each student will participate in five discussion boards. Each discussion board will pertain to a topic from the textbook with associated videos. Upon reading the textbook case section and viewing the videos, the student will then answer the discussion questions. The student is expected to:

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Submit initial posts with answers to the questions by Wednesday at midnight or receive a deduction of 10 points for being late. Discussions will be graded on thoughtfulness and application of the course material as well as research performed to find additional reference materials in support of answers to the questions. Read the submissions of the other students in the class and post replies to them (either agreeing or disagreeing (be counted as a valid response) with their conclusions and why with supporting reference materials. All replies are due by Sunday at midnight.

2. Each student will do an analysis of two case studies. Each case study analysis will consist of two components:

Paper answering the case questions with analysis supporting the

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