



BUS291 - Introduction to Business Study Abroad Business of the Olympics- Australia

Eli Broad College of Business, Michigan State University

Summer 2020

Instructional Team Information

Instructor: Sherri Henry
 E-mail: henrys@msu.edu
 Office: 402 Eppley Center
 Office Phone: 517-432-5184
Lecturer: Joe Potchen
 E-mail: potchen1@msu.edu
Program Assistant: TBD

Text and Materials

Cashman, R., 2011. *Sydney Olympic Park 2000 to 2010 History and Legacy*; Walla Walla Press, Sydney

Cashman, R., 2006. *The Bitter-Sweet Awakening: The Legacy of the Sydney 2000 Olympic Games*. Walla Walla Press, Sydney

Olympic Cities: City Agendas, Planning, and the World's Games, 1896 - 2016 (Planning, History and Environment Series) by John R. Gold and Margaret M. Gold (Paperback - Oct 9, 2010)

Additional Class materials are available through D2L

Description

Basic introduction to the functional fields in business and their interrelationship. Review of fundamental concepts and principles of business.

Introduction

BUS 291 Special Topics: Introduction to Business

BUS 291 is required of students who participate in this study abroad program.

Begin your research at globalEDGE.msu.edu as well as with Gast Library electronic resources. Remember to utilize your time between the end of February and when the Business Plan/Model is due in May.

Assessment Overview

Your grade in BUS291 will be comprised of the following components:

Predeparture Participation	40
Project: Business Plan/Model Draft	50
Project: Business Plan/Model Final	100
Predeparture Video Assignment	100
Blog Course Assignment	20
Participation in Australia	40
Total	350

PROJECT/BUSINESS PLAN – You will create a business plan for a fictional company associated with the Olympics. All projects and papers given to me are to be the work solely of the submitting student. Violations of this policy can cause failure on the project.

Participation

Your participation in class discussions will be monitored and evaluated. You will be expected to participate and contribute to group discussions.

GRADING SCALE

4.0 = 91 - 100%	2.5 = 76 - 80%	1.0 = 60 - 65%
3.5 = 86 - 90%	2.0 = 71 - 75%	0.0 = 0 - 59%
3.0 = 81 - 85%	1.5 = 66 - 70%	

Readings

It is expected that reading assignments will be completed **prior** to the class session that they are assigned. Check D2L for assignments. Please come prepared to join in the class discussions.

Make-up Policy

Requests should be made prior to the exam. Only legitimate reasons for a make-up will be honored and documentation is required. Typical examples of a legitimate reason for a make-up are family death and serious personal illness.

Academic Integrity

Consistent with MSU's academic community and the Broad College Undergraduate Honor Code, the highest standards of academic integrity are upheld in this course. Any act of academic dishonesty will result in the appropriate penalty grade (for the assignment or the course).

PLEASE KEEP IN MIND

1. Students are expected to participate. The more you participate in this course the more you will get out of it.
2. All assignments are expected to be typed (unless otherwise specified). Please include your Name and PID on all assignments that you turn in.
3. This course as all courses in the College of Business expects all students enrolled in it to comply with the **Broad College Student Honor Code** <https://uas.broad.msu.edu/college-policies/honor-code/>

Accommodations

Students with disabilities should contact the Resource Center for People with Disabilities to develop reasonable accommodations. For an appointment with a counselor, call 353-9642 (voice) or 355-1293(TTY). Please discuss your needs as soon as possible with me.

Religious Observance

If you wish to be absent from class to observe a religious holiday, make arrangements in advance with the instructor.

MKT 393 - Introduction to International Business
Study Abroad Business of the Olympics: 1956 & 2000 Summer
Olympic Venues Explored - Australia
Eli Broad College of Business, Michigan State University
Summer 2020

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 E-mail: henrys@msu.edu
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 Office Phone: 517-432-5184

Lecturer: Joe Potchen
 E-mail: potchen1@msu.edu

Program Assistant: Louis Robinson
 E-mail: robin975@msu.edu

Text and Materials

Additional class materials will be posted on D2L

Description

Introduction to the context of international business delivered on-site in foreign settings. Fundamental concepts and principles of globalization such as multinational corporations, foreign markets and economies, internal and external market transactions, international law, cultural influences, and multinational business strategies.

Assessment Overview

Your grade in MKT 393 will be comprised of the following components:

Final Exam	141
Project/Presentation	100
Online Module Summaries	50
Journal	25
Participation	25
Total	341

EXAM--There will be one exam. A list of learning objectives will be provided approximately one week prior to the final exam.

PROJECT/PRESENTATION-- The project/presentation will be team-based and team members will assess each other for both contribution and cooperation.

All projects given to me are assumed to be the work solely of the submitting student. Violations of this policy can cause failure on the project.

BLOG/JOURNAL—Student are required to keep a blog/journal which will include directed reflection regarding business theories and cultural encounters.

PARTICIPATION – Your participation in class discussions will be monitored and evaluated. You are expected to contribute to group discussions.

GRADING SCALE

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<http://www.bus.msu.edu/information/news.cfm?newsid=767>

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Class Schedule

Pre-departure meetings: Spring 2020

TBD	Orientation to Study Abroad Experience and Participants: Review of academic requirements, contract agreement, travel plans and schedule and Making the Most of Your Study Abroad Experience; OSA Health and Safety orientation
TBD	Managing People in a Global Market Special Guest Lecturer: Ms. Beth Munoz, Manager- Global Employer Services, Deloitte Tax LLP
TBD	Economic Development Special Guest Lecturer: Phil Crocker, The Crocker Group
TBD	Cultural Competency
TBD	Marketing Special Guest Lecturer: Mr. Kevin Martin- Google

Faculty/Industry Presenters

Various guest lectures from Eli Broad College of Business faculty and instructors including but not limited to;

Dr. Richard Cashman

Associate Professor of History and Director of the Centre for Olympic Studies at the University of New South Wales (Australia)

Dr. Loic Pedras

Seasonal Lecturer, University of Technology Sydney, Sydney Australia, Social Innovation and Entrepreneurship

Postgraduate subjects:

- Innovation, Creativity and Entrepreneurship
- Business Models and Strategic Planning
- Organisational Dialogue

Undergraduate subjects:

- Innovation and Entrepreneurship
- Innovation Lab
- Business Model Innovation
- Business Strategy and Scenario Building
- Socio-Political Context of Management
- Managing Professional Sport

Joe Gorman

Seasonal Lecturer, University of Technology Sydney, Sydney Australia

Beth Munoz

Chief of Staff-Global Employer Services, Deloitte Tax LLP

Phil Crocker

The Crocker Group - Account Executive

Henry 2019

Joe Potchen
Attorney, State of Michigan
Instructor, Eli Broad College of Business

Sherri Henry
Associate Director
Undergraduate Academic Services
Eli Broad College of Business

