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

Additional Class materials are available through D2L

Description

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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predeparture Participation</td>
<td>40</td>
</tr>
<tr>
<td>Project: Business Plan/Model Draft</td>
<td>50</td>
</tr>
<tr>
<td>Project: Business Plan/Model Final</td>
<td>100</td>
</tr>
<tr>
<td>Predeparture Video Assignment</td>
<td>100</td>
</tr>
<tr>
<td>Blog Course Assignment</td>
<td>20</td>
</tr>
<tr>
<td>Participation in Australia</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>350</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.0 - 91%</td>
</tr>
<tr>
<td>B</td>
<td>3.5 - 90%</td>
</tr>
<tr>
<td>C</td>
<td>3.0 - 85%</td>
</tr>
<tr>
<td>D</td>
<td>2.5 - 80%</td>
</tr>
<tr>
<td>E</td>
<td>2.0 - 75%</td>
</tr>
<tr>
<td>F</td>
<td>1.0 - 60%</td>
</tr>
<tr>
<td>F+</td>
<td>0.0 - 59%</td>
</tr>
<tr>
<td></td>
<td>1.5 - 70%</td>
</tr>
<tr>
<td></td>
<td>2.0 - 65%</td>
</tr>
</tbody>
</table>

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.
**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: 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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>141</td>
</tr>
<tr>
<td>Project/Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Online Module Summaries</td>
<td>50</td>
</tr>
<tr>
<td>Journal</td>
<td>25</td>
</tr>
<tr>
<td>Participation</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>341</strong></td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Grade Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0</td>
<td>91 - 100%</td>
</tr>
<tr>
<td>3.5</td>
<td>86 - 90%</td>
</tr>
<tr>
<td>3.0</td>
<td>81 - 85%</td>
</tr>
<tr>
<td>2.5</td>
<td>76 - 80%</td>
</tr>
<tr>
<td>2.0</td>
<td>71 - 75%</td>
</tr>
<tr>
<td>1.5</td>
<td>66 - 70%</td>
</tr>
<tr>
<td>1.0</td>
<td>60 - 65%</td>
</tr>
<tr>
<td>0.0</td>
<td>0 - 59%</td>
</tr>
</tbody>
</table>

---

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

**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.
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