

KNU Course Syllabus (Global Business)

Course Title	Global Business
Course Code	blank
Credits	3.0
Department	blank
Semester	2017S
Course Categories	blank
Instructor	Dr. Roland SCHMUCK
Hours	blank
Location	blank
Phone/E-mail	+36202887612
Office Hours	blank
language	English

[Syllabus]

<p>Course Goals and Objectives</p> <p>Course about the multinational companies' business activities. The course will help students understand today's global business world. It explains the operations of multinational companies including functional decisions and also gives a strategic view. During the course groups of students will use a simulation game simulating multinational companies. This helps to better understand global business. Business simulations are useful to make education more practical. They enhance skills like strategic overview, planning, decision making and teamwork, also develop knowledge in finance and mathematic.</p>
<p>Textbook and other references</p> <p>PowerPoint slides and written materials provided by the lecturer. There is no need to buy a book, all learning materials are provided by the lecturer in an electronic format.</p>
<p>Course Description, Methods, and Materials</p> <p>The course enhances students' understanding of the principles on which a competitive global business is based, providing experiences of the use of the tools of several functional subsystems in a computer simulated business environment, giving practical experience of managing an enterprise together with other decision makers. The course uses a computer simulation software called the Multinational Management Game (software is provided by the lecturer).</p> <p>Students work with the Multinational Management Game business simulation software. Firstly they learn and test the international operations of a simulated firm. Secondly in a 'competition mode' they prove in the simulation what they have learned before.</p> <p>Main topics included:</p> <ul style="list-style-type: none"> - International management

- International sales and marketing
- Production in a global world
- International financing operations
- International logistics

Assignments, Grading Criteria, Prerequisite Subject

Evaluation of classwork (business competitions) 60%
 Homework assignments 2x10%
 Final exam (written in test form) 20%

Notice To Students

Students will need Windows-based notebooks for the classes. Students will play in teams. At least one notebook is needed per team, so it is not a problem if not all the students have Windows-based notebooks.

Academic Support for Students with Disabilities

Open to support anyone, but the details are needed to be discussed personally if needed.
 Course can be completed without any problems by students with hearing disabilities.

[Course Lesson Plan]

no	Course Goals and Objectives	Assignment	Text & Materials	Etc.
1	Introduction to the course Understanding the global business simulation game		Provided by the lecturer for the whole course	
2	Trial sessions of the simulation game			
3	Continuing trial sessions			
4	Continuing trial sessions			
5	Finalizing trial sessions Creating strategies for the business competition	1 st homework assignment		
6	Discussion of the 1 st homework assignment Understanding global business; starting 1 st business competition			
7	Continuing the 1 st business competition			
8	Continuing the 1 st business competition			
9	Finalizing the 1 st business competition Creating strategies for the 2 nd business	2 nd homework		

	competition	assignment		
10	Discussion of the 2 nd homework assignment Beginning of the 2 nd business competition			
11	Continuing the 2 nd business competition			
12	Continuing the 2 nd business competition			
13	Continuing the 2 nd business competition			
14	Finalizing the 2 nd business competition Drawing consequences			
15	Final exam	Written test		

Cheating, plagiarism, and other dishonest practices will be punished as harshly as Kyungpook National University policies allow. The University specifies that cheating is grounds for dismissal. Penalties less severe may be imposed instead. A list of possible disciplinary actions is given below. Actions by the university:

- Failure in course
- Suspension from university for a designated period
- Expulsion from university