This course supports the assessment for Global Business. The course covers 15 competencies and represents 3 competency units.

**Introduction**

**Overview**
This course provides an introduction to global business. The advantages of global production and the benefits of trade are critical aspects of global business. Many factors influence global business, such as transparency, geography, corruption, intellectual property protections, outsourcing and off-shoring, operation management, and generally accepted accounting principles.

You will study various economic ideologies, including trade policies, sustainability, regional integration blocs, balance of payments, standardization and adaptation, and stateless corporations. You will also consider components of culture, the relationship between ethics and economic progress, entry strategies in emerging market economies, and the sequence for developing and managing products in international markets. This course will provide you with a basic conceptual framework for global business, including theory and empiric observations of global business in action.

**Getting Started**
Welcome to the Global Business. To get started with the course, begin by watching the Global Business Welcome Video. Then, familiarize yourself with the course of study. The topics and pacing outline is also embedded in the course and can be very useful in helping keep you on track. There are also a number of course-mentor-created resources that can be found throughout this course. Cengage MindTap and the course-mentor-created resources are supplemental to the e-text.

Watch the following video for an introduction to this course:

Note: To download this video, right-click the following link and choose "Save as...": download video.

**Competencies**
This course provides guidance to help you demonstrate the following 15 competencies:

- **Competency 3004.1.1: The Rise of Globalism**
  The graduate explains factors that influence sustainable globalization.

- **Competency 3004.1.2: The Evolution of International Business**
  The graduate analyzes how trade influences societies, businesses, consumers, and governments.

- **Competency 3004.1.3: Regional Economic Integration**
  The graduate discusses economic integration as it pertains to global geographic regions.
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- **Competency 3004.1.4: The International Flow of Funds and Exchange Rates**
The graduate explains how international monetary systems and markets function.

- **Competency 3004.1.5 The Cultural Environment**
The graduate explains how culture influences global business practices.

- **Competency 3004.1.6: The Legal and Political Environment of Global Business**
The graduate analyzes how various political and legal systems affect international business.

- **Competency 3004.1.7: Corruption and Ethics in Global Business**
The graduate identifies ethical global business practices.

- **Competency 3004.1.8: Entry Strategies in Global Business**
The graduate identifies strategies for entering and operating within global business markets.

- **Competency 3004.1.9: Control of Global Business**
The graduate analyzes strategic approaches for controlling business operations.

- **Competency 3004.1.10 The Organization of Global Business**
The graduate describes organizational structure for global business.

- **Competency 3004.1.11: Global Human Resource Management**
The graduate explains how culture and regulatory factors affect global human resource management.

- **Competency 3004.1.12: Global Marketing**
The graduate analyzes strategies for marketing international products.

- **Competency 3004.1.13: Global Operations and Supply-Chain Management**
The graduate describes how products are produced globally.

- **Competency 3004.1.14: Global Financial Management**
The graduate explains how exchange rates affect global business.

- **Competency 3004.1.15: Accounting and Taxation in Global Business**
The graduate analyzes the effect of taxes on global business practices.

Course Instructor Assistance
As you prepare to demonstrate competency in this subject, remember that course instructors stand ready to help you reach your educational goals. As subject matter experts, mentors enjoy and take pride in helping students become reflective learners, problem solvers, and critical thinkers. Course instructors are excited to hear from you and eager to work with you.

Successful students report that working with a course instructor is the key to their success. Course instructors are able to share tips on approaches, tools, and skills that can help you apply the content you're studying. They also provide guidance in assessment preparation strategies and troubleshoot areas of deficiency. Even if things don't work out on your first try, course instructors act as a support system to guide you through the revision process. You should expect to work with course instructors for the duration of your coursework, and you are encouraged to contact them as soon as you begin. Course instructors are fully committed to your success!

You can find course instructor contact information on the upper right side of the course.

**Preparing for Success**
The information in this section is provided to detail the resources available for you to use as you complete this course.

Learning Resources
The learning resources listed in this section are required to complete the activities in this course. For many resources, WGU has provided automatic access through the course. However, you may need to enroll manually in, or independently acquire, other resources. Read the full instructions provided to ensure that you have access to all of your resources in a timely manner.

Automatically Enrolled Learning Resources

You will be automatically enrolled at the activity level for the following learning resources. Simply click on the links provided in the activities to access the learning materials.

Cengage MindTap
Introduction to Global Business is linked with Cengage MindTap resources. The following textbook is available to you as an e-text within this course. You will be directly linked to the specific readings required within the activities that follow.


*Note: This e-text is available to you as part of your program tuition and fees, but you may purchase a hard copy at your own expense through a retailer of your choice. If you choose to do so, please use the ISBN listed to ensure that you receive the correct edition.*

The following video will show you how to access your Cengage MindTap learning resource and install the mobile app to your mobile device:

- [MindTap App Navigational Video](#)

In addition to the e-text provided by Cengage MindTap, you will find supplemental learning resources designed to improve your understanding of the material and provide self-checks of your comprehension.

If after you desire additional support, access the Cengage MindTap resources. These resources include homework assignments, chapter tests, interactive quizzes, multimedia videos, and vocabulary flashcards.

Cengage MindTap engagement will be required if you fail your first assessment attempt.

*Note: In order to avoid experiencing any problems using the supplemental resources in MindTap it is essential that your internet settings accept third party cookies with respect to this site. If you make this change and still experience problems accessing the supplemental material you may want to change the browser that you are using. The use of Internet Explorer is not*
advisable.

Review the following Video on Navigation within the Course

Course Navigation Tips

Note: To download this video, right-click the following link and choose "save as..." download video.

Study Guide Questions

The study guide questions are a learning resource available for your use. You can use the study guide questions to measure your understanding of the materials covered in this course.

- Study Guide Questions

Topics and Pacing

This outline is a guided structure of the topics recommended to complete the learning activities. It is provided as a suggested structure and can be adapted according to your knowledge, skills, and experience. Use the topics and pacing outline to support your completion of the course within the recommended timeframe.

Week 1

- The Rise of Globalization
- The Evolution of International Business
- Regional Economic Integration

Week 2

- The International Flow of Funds and Exchange Rates
- The Cultural Environment
- The Legal and Political Environment of Global Business

Week 3

- Corruption and Ethics in Global Business
- Entry Strategies in Global Business
- Control of Global Business

Week 4

- The Organization of Global Business
- Global Human Resource Management
- Global Marketing

Week 5
Global Business

The following section provides a contextual foundation to build your skills in Global Business.

Foundations of Global Business

This section covers the rise of globalization, the evolution of international business, regional economic integration, and the international flow of funds and exchange rates.

You will learn how globalization, trade policies, economic integration, and monetary systems influence business practices.

This topic addresses the following competencies and objectives:

**Competency 3004.1.1: The Rise of Globalization**
The graduate explains factors that influence sustainable globalization.

- Identify characteristics of globalization.
- Identify how major international institutions facilitate globalization.
- Identify why it is important for political leaders and institutions to be transparent in responding to global competition.
- Identify key policy measures that make globalization sustainable.
- Identify ways that technology bridges the global digital divide.
- Identify the rationale of specific anti-globalization arguments.

**Competency 3004.1.2: The Evolution of International Business**
The graduate analyzes how trade influences societies, businesses, consumers, and governments.

- Identify the benefits of trade.
- Identify the benefits of foreign investment.
- Identify major international trade theories from their descriptions.
- Identify the impact of trade policy on various stakeholders such as businesses, consumers, and governments.
○ Identify the rationale for managing trade.

**Competency 3004.1.3: Regional Economic Integration**
The graduate discusses economic integration as it pertains to global geographic regions.

○ Identify the costs of regional economic integration.
○ Identify key aspects of economic geography.
○ Identify reasons why countries pursue regional integration.
○ Match characteristics of regional integration blocs with the regional bloc.

**Competency 3004.1.4: The International Flow of funds and Exchange Rates**
The graduate explains how international monetary systems and markets function.

○ Define balance of payments for a country.
○ Identify components of the foreign exchange market.

**Read: Foundations of Global Business**

Read the following chapters in *Introduction to Global Business* from Cengage MindTap:

- Chapter 1 ("The Rise of Globalization")
- Chapter 2 ("The Evolution of International Business")
- Chapter 3 ("Regional Economic Integration")
- Chapter 4 ("The International Flow of Funds and Exchange Rates")

If after completing the chapter reading you desire additional support, access the Cengage MindTap resources. These resources include homework assignments, chapter tests, interactive quizzes, multimedia videos, and vocabulary flashcards.

Cengage MindTap engagement will be required if you fail your first assessment attempt.

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**View Recorded Webinars and Presentations**

View the Recorded video:

- Watch the [Chapter 1 recorded webinar](#)

View the Self-Paced Presentation

- View the Chapter 1 [Self-Paced Presentation](#)
View the Recorded Video:

- Please watch the Chapter 2 recorded webinar

View the Self-Paced Presentation:

- View the Chapter 2 Self-Paced Presentation

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- Please watch the Chapter 3 recorded webinar

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- View the Chapter 3 Self-Paced Presentation

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- Please watch the Chapter 4 recorded webinar

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- View the Chapter 4 Self-Paced Presentation

Global Business Environment

This topic addresses the following competencies and objectives:

**Competency 3004.1.5: The Cultural Environment**
The graduate explains how culture influences global business practices.

- Identify critical components of culture.
- Identify the primary and secondary sources that can be used to learn about foreign countries’ cultures.
- Identify facets of culture that are significant for doing business in various countries, including East Asian, Arabian, and Latin American countries in given scenarios.
- Identify ways that culture influences product management and marketing.

**Competency 3004.1.6: The Legal and Political Environment of Global Business**
The graduate analyzes how various political and legal systems affect international business.

- Identify the business implications for conducting international business in different economic ideologies.
- Identify key political risks when conducting global business.
- Identify the reasons why intellectual property protections are critical in today’s global business environment.
Competency 3004.1.7: Corruption and Ethics in Global Business
The graduate identifies ethical global business practices.

- Identify the relationship between ethics and economic progress.
- Identify the function of corporate social responsibility.
- Match famous scandals with events related to the scandals.
- Identify the reasons for having internal controls that facilitate ethical behavior.

Complete: Global Business Environment

Complete the activities for the following chapters in Introduction to Global Business from Cengage MindTap:

- Chapter 5 ("The Cultural Environment")
- Chapter 6 ("The Legal and Political Environment of Global Business")
- Chapter 7 ("Corruption and Ethics in Global Business")

If after completing the chapter reading you desire additional support, access the Cengage MindTap resources. These resources include homework assignments, chapter tests, interactive quizzes, multimedia videos, and vocabulary flashcards.

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View Recorded Webinars and Presentations

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- View the Chapter 5 Self-Paced Presentation

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- Please watch the Chapter 6 recorded webinar

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- View the Chapter 6 Self-Paced Presentation

View the Recorded Video

- Please watch the Chapter 7 recorded webinar
Global Business Strategy and Organization

This section covers entry strategies in global business, control of global business, and the organization of global business.

This topic addresses the following competencies and objectives:

**Competency 3004.1.8: Entry Strategies in Global Business**
The graduate identifies strategies for entering and operating within global business markets.

- Identify specific strategies for entering emerging market economies in given scenarios.
- Identify reasons why multinational enterprises (MNEs) invest abroad.
- Identify the benefits of foreign direct investment from a host country perspective.
- Identify the costs of foreign direct investment from a host country perspective.
- Identify ways that countries successfully attract foreign direct investment.

**Competency 3004.1.9: Control of Global Business**
The graduate analyzes strategic approaches for controlling business operations.

- Identify purposes for writing mission statements.
- Identify the four basic types of longer-term strategic implementation.
- Identify the role that knowledge management and systems play in addressing various impediments to strategic implementation of global business.
- Identify how specific control systems affect global business.
- Analyze how organization culture influences organization activities in given scenarios.

**Competency 3004.1.10: The Organization of Global Business**
The graduate describes organizational structure for global business.

- Define *stateless corporations*.
- Identify potential outcomes of organizational structures on business performance.
- Identify issues in creating international divisions in global business.
- Identify organizational structures from their descriptions.

Complete: Global Business Strategy and Organization

Complete the activities for the following chapters in Introduction to Global Business from Cengage MindTap:

- Chapter 8 ("Entry Strategies in Global Business")
- Chapter 9 ("Control of Global Business")
- Chapter 10 ("The Organization of Global Business")
If after completing the chapter reading you desire additional support, access the Cengage MindTap resources. These resources include homework assignments, chapter tests, interactive quizzes, multimedia videos, and vocabulary flashcards.

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**View Recorded Webinars and Presentations**

View the Recorded Video:

- Please watch the [Chapter 8 recorded webinar](#)

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- Please watch [Chapter 9 recorded webinar](#)

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- View the [Chapter 9 Self-Paced Presentation](#)

View the Self-Paced Presentation

- Please watch the [Chapter 10 Self-Paced Presentation](#)

**Managing Global Business**

This section covers human resource management, global marketing, operations and supply chain management, financial management, and accounting and taxation.

This topic addresses the following competencies and objectives:

**Competency 3004.1.11: Global Human Resource Management**

The graduate explains how culture and regulatory factors affect global human resource management.

- Identify issues involved in outsourcing and offshoring.
- Identify challenges involved in staffing foreign operations.
- Identify performance appraisal and employee compensation issues around the world,
including cultural differences, cost of living, and expatriate status.
- Identify the relationship between international labor standards and free trade.

Competency 3004.1.12: Global Marketing
The graduate analyzes strategies for marketing international products.

- Compare marketing research and marketing intelligence systems.
- Define key terms for marketing strategies.
- Identify the sequence for developing and managing products in international markets.
- Match descriptions of marketing methods with specific marketing methods.
- Match descriptions of distribution channels with the role each plays in marketing products internationally.
- Match the descriptions of international pricing objectives with their pricing objectives.
- Identify facets of customer service required for goods and services that are globally marketed.

Competency 3004.1.13: Global Operations and Supply-Chain Management
The graduate describes how products are produced globally.

- Identify how global operations management operate.
- Identify the reasons why companies outsource and insource.
- Identify advantages of global production.
- Identify considerations for locating and relocating production facilities in given scenarios.
- Identify how the Internet and enterprise resource planning systems affect global supply chains.

Competency 3004.1.14: Global Financial Management
The graduate explains how exchange rates affect global business.

- Identify foreign exchange risks that affect firms.
- Identify approaches to hedge exchange rate risks.
- Identify sources of funds to finance international trade and investment.

Competency 3004.1.15: Accounting and Taxation in Global Business
The graduate analyzes the effect of taxes on global business practices.

- Identify the function of generally accepted accounting principles.
- Identify the goal of the International Accounting Standards Board.
- Identify ways that financial statements can be used to evaluate a company’s financial situation in relation or relative to other companies.
- Identify tax issues that multinational corporations (MNCs) face.

Complete: Managing Global Business
Complete the activities for the following chapters in Introduction to Global Business from Cengage MindTap:
• Chapter 11 ("Global Human Resource Management")
• Chapter 12 ("Global Marketing")
• Chapter 13 ("Global Operations and Supply-Chain Management")
• Chapter 14 ("Global Financial Management")
• Chapter 15 ("Accounting and Taxation in Global Business")

If after completing the chapter reading you desire additional support, access the Cengage MindTap resources. These resources include homework assignments, chapter tests, interactive quizzes, multimedia videos, and vocabulary flashcards.

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View Recorded Webinars and Presentations

View the Self-Paced Presentation:

• Please watch the Chapter 11 Self-Paced Presentation

View the Recorded Video:

• Please watch the Chapter 12 recorded webinar

View the Self-Paced Presentation:

• View the Chapter 12 Self-Paced Presentation

View the Self-Paced Presentation:

• Please watch the Chapter 13 Self-Paced Presentation

View the Self-Paced Presentation:

• Please watch the Chapter 14 Self-Paced Presentation

View the Self-Paced Presentation

• Please watch the Chapter 15 Self-Paced Presentation

**Final Steps**

Congratulations on completing the activities in this course! This course has prepared you to
complete the assessment associated with this course. If you have not already been directed to complete the assessment, schedule and complete them now.