

BUS 3715 - Principles of International Business

Fall 2026 Syllabus, Section 01, CRN 41386,

Credit hours: 3

Instructor

Michelle Green

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Public Instructor Information

Instructor Title:

Senior Lecturer

Instructor Professional Qualifications:

MBA, Management, Youngstown State University

BSBA, International Business, Youngstown State University

BSBA, Marketing Management, Youngstown State University

PHR, Professional Human Resources (HRCI)

Instructor Office Location:

WCBA 3311

Instructor Office Phone:

330-941-1887

Course Description

3715. Principles of International Business. Study of international business environment and the factors affecting the international operations of firms. Students will develop an understanding of global business opportunities, responsive strategies, and operations; apply course concepts/theories to current issues in international business, and develop an understanding of the complexities of managing cross-national cultural differences. Prereq.: BUS 1500 (C) OR BUS 1500H (C), 2.5 GPA, Junior Standing. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	International Business: The New Realities, 6th Edition	S. T. Cavusgil, G. Knight, and J. R. Riesenberger	9780138076238

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Tentative Course Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	• Required Class Attendance this week 8/24 & 8/26 • Course Overview • Syllabus & Assignment Walkthrough • Blackboard Walkthrough • Extra Credit Assignments • Seating Chart & Name Tents	DUE: 9/05/26 - 11:59 pm LinkedIn Extra-Bonus REMIND App-Bonus Syllabus Quiz-Bonus	
8/31	• Chapter 1: Introduction-What is International Business • LinkedIn Learning 1: International Business Foundations • Additional Chapter Readings: Provided in BB Weekly Module	DUE: 9/05/26 - 11:59 pm Chapter 1 Quiz LinkedIn Learning 1	



9/7	- Monday, 9/07 - Holiday (University Closed) - Wednesday 9/09 - Meet the Employers Day (No Class Meeting) • Chapter 2: Globalization & The Internationalization of the Firm • LinkedIn Learning 2: International Business & Finance • Additional Chapter Readings: Provided in BB Weekly Module	DUE: 9/12/26 - 11:59 pm Chapter 2 Quiz LinkedIn Learning 2
9/14	International Business Current Events will begin • Chapter 3: The Cultural Environment of International Business • LinkedIn Learning 3: Developing Cross-Cultural Intelligence • Additional Chapter Readings: Provided in BB Weekly Module	DUE: 9/19/26 - 11:59 pm Chapter 3 Quiz LinkedIn Learning 3
9/21	Required Class Attendance this week 9/21 & 9/23 • In-Class Assignment 9/23 (X-Culture Readiness) • International Business Current Events • Introduction to X-Culture	Due: 9/26/26 -During Class In-Class Assignment
9/28	International Business Current Events • Chapter 4: Ethics, Corporate Social Responsibility, Sustainability & Governance in International Business • Additional Chapter Readings: Provided in BB Weekly Module • X-Culture: Readiness Test	DUE: 10/03/26 - 11:59 pm Chapter 4 Quiz (X-Culture: Due Sunday, October 4, 2026 11:59 pm Eastern)
10/5	International Business Current Events • Chapter 6: Political & Legal Systems in National Environments • LinkedIn Learning 4: Project Management: International Projects • Additional Chapter Readings: Provided in BB Weekly Module • X-Culture: Virtually Establish Contact with your Teammates	DUE: 10/10/26 - 11:59 pm Chapter 6 Quiz LinkedIn Learning 4 (X-Culture: Due Thursday, October 8, 2026)
10/12	International Business Current Events • Chapter 12: Global Market Opportunity Assessment • LinkedIn Learning 5: Leading Global Expansion • Additional Chapter Readings: Provided in BB Weekly Module • X-Culture: Meet with your teammates	DUE: 10/17/26 - 11:59 pm Chapter 12 Quiz LinkedIn Learning 5 (X-Culture: Monday, October 12, 2026)
10/19	International Business Current Events • In-Class globalEDGE/WISERTrade Data Lab • Chapter 9: The International Monetary & Financial Environment • LinkedIn Learning 6: Foreign Exchange Fundamentals • Additional Chapter Readings: Provided in BB Weekly Module • X-Culture: Select Client Organization	DUE: 10/24/26 - 11:59 pm Chapter 9 Quiz LinkedIn Learning 6 (X-Culture: Monday, October 19, 2026)
10/26	International Business Current Events • Chapter 7: Government Intervention & Regional Economic Integration • Additional Chapter Readings: Provided in BB Weekly Module • X-Culture: Report Section 1	DUE: 10/31/26 - 11:59 pm Chapter 7 Quiz (X-Culture: Monday, October 26, 2026)
11/2	International Business Current Events • Chapter 11: Strategy in the International Firm • International Business Video with In-Class Assignment • LinkedIn Learning 7: Global Strategy • Additional Chapter Readings: Provided in BB Weekly Module • X-Culture: Report Section 2	DUE: 11/07/26 - 11:59 pm Chapter 11 Quiz LinkedIn Learning 7 (X-Culture: Monday, November 2, 2026)



11/9	• Wednesday, 11/11 Holiday - University Closed • International Business Current Events • Chapter 16: Marketing in the Global Firm • LinkedIn Learning 8: Global Marketing • Additional Chapter Readings: Provided in BB Weekly Module • X-Culture: Report Section 3	DUE: 11/14/26 - 11:59 pm Chapter 16 Quiz LinkedIn Learning 8 (X-Culture: Monday, November 9, 2026)
11/16	• Required Class Attendance 11/18 (X-Culture Class Work) • International Business Current Events • Chapter 13: Exporting & Global Sourcing • LinkedIn Learning 9: International Logistics • Additional Chapter Readings: Provided in BB Weekly Module • X-Culture: Complete Rough Draft of X-Culture Team Report • X-Culture: Final Draft of X-Culture Team Report	DUE: 11/21/26 - 11:59 pm Chapter 13 Quiz LinkedIn Learning 9 (X-Culture: Rough Draft: Due Monday, November 16, 2026) (X-Culture: Final Draft: Due Friday, November 20, 2026)
11/23	• In-Class Video Assignment 11/23 • Wednesday, 11/25 Holiday - No Classes/ University Open • X-Culture: Post-Project Survey (Feedback for X-Culture)	DUE: 11/28/26 - 11:59 pm (X-Culture: Monday, November 23, 2026)
11/30	• Required Class Attendance for In-Class Assignment 11/30 & 12/02 • LinkedIn Learning 10: Managing Globally • X-Culture Debrief & X-Culture Certificates • Comprehensive Review for the Final Exam	DUE: 12/05/26 - 11:59 pm LinkedIn Learning 10 In-Class Assignment 11/30 In-Class Assignment 12/02
12/7	Final Comprehensive Exam (Students Not Receiving the Final Exam Attendance Exemption) WCBA Room # 2205	Final Exam Monday, December 07 10:30am - 12:30pm

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.