# Class Information

Benedictine University  
**MBA 539B – International Business**  
Spring 2016  
March 30th – June 1st  
Wednesdays, 3:00 – 6:00 PM  
Classroom location: Refer to MyBenU

# Course Prerequisites

None

# Instructor Information

John Potocki  
Email: [jpotocki@ben.edu](mailto:jpotocki@ben.edu) and [johnpotocki@gmail.com](mailto:johnpotocki@gmail.com)  
Office hours by appointment

# Course Objectives

**Learning Objectives and Assessment:**
- Examine the impact that culture plays in global management.  
- Analyze options available for entry into global markets, and the strengths and weaknesses of each.  
- Identify the elements of the complex global business decision matrix.  
- Assess various ethical business practices

# Class Overview & Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>30%</td>
</tr>
<tr>
<td>Weekly assignments</td>
<td>40%</td>
</tr>
<tr>
<td>Term Project Presentation and Paper</td>
<td>30%</td>
</tr>
</tbody>
</table>

# Required Text

OR  

# Important Reminders

Students are expected to check the class Desire2Learn (D2L) site prior to the first night of class and on an on-going basis.

# Pre-Class Assignment

Exchange email with instructor (my email address is johnpotocki@gmail.com). Include your degree program and where you are in the program, and introduce yourself (experience, job or role, employer).