

Guide to the BA 101 Global Business Module

Portland Community College

Goal

PCC is dedicated to fostering a deeper understanding of global business among PCC students and the local business community. The Global Business Module (GBM) was designed as part of the US Department of Education Business and International Education (BIE) grant. The GBM is specifically targeted at our BA 101 students since all business students take BA 101, usually at an early point in their studies. The goal is to assure that all PCC business students gain exposure to issues specific to competing in a global world.

Instructor Use

The GBM contains a wealth of information, much of it integrated into PowerPoint slides that are created according to major topic areas. An instructor can:

1. Use their own materials if they feel that content already developed adequately addresses the goal of exposing students to issues of competition in a global world.
2. Use the GBM to create a module on global business to be taught during a concentrated portion of their BA 101 course. For example, an instructor may build specific lesson plans for a one or two week segment on global business.
3. Use the GBM to integrate materials on different topics such as accounting into their course such that global business content is integrated throughout the course.

Depth of Materials

The GBM contains more material than a BA 101 instructor will be able to use, given the broad scope of the course and the need to teach on a variety of content. It is up to the instructor to review the materials and select content that best fits their needs.

GBM File Locations

GBM components can be found in two locations:

1. Through MYPCC “Groups” select “Group Index” then select “Employee Sponsored” and then “Global Business Module”
<http://my.pcc.edu/jsp/groupools/frame/FrameSet.jsp?tab=2&url=%2Fjsp%2Fgroupools%2Fgroup%2FGroupIndex.jsp>
2. On Blackboard through the course BA 101 Global Business Module. This is a shell course with presentations and activities available, but no organized assessments, assignments or discussions. BA 101 instructors can borrow

material directly from the course for insertion into their own sections of DL courses.

GBM Content

The GBM includes PowerPoint presentations and additional resources, games and exercises. Presentations are organized according to major business topic areas and are intended to be used in part, not in whole (i.e. the BA 101 instructor will “borrow” slides or resources from the presentations as needed to fit their needs). Each presentation includes the following:

1. Objectives
2. Subject slides
3. Listing of additional resources
4. Listing of available games, simulations and exercises
5. Links to video resources
6. Source citations

Presentation Subject Areas

The presentations cover the following subject areas:

1. Import & Export
2. Trade Barriers
3. Human Resources and Management
4. Foreign Exchange
5. Marketing
6. Supply Chain Management
7. Accounting

Non-Presentation Materials

Non-presentation materials include the following in-class resources & materials

1. Global Meeting – team based activity lasting 20 minutes (Global Meeting.doc).
2. Geosense Game – online & in class activity lasting 20 – 30 minutes in class (Geosense Competition.doc).
3. Global Crossword Puzzle – Using Chapter 3 Puzzle in Pride, Hughes, & Kapoor – students work directly with the text to complete the in-class or take home assignment (Global Crossword Puzzle.doc).
4. International Monetary Fund and World Bank – A teaching unit that provides an in-depth look at the World Bank and IMF functions (World-Bank.doc).

5. Migration Service Learning Lesson Plan – A teaching unit that combines service learning with understanding about migration and the impact migrations has on both the host and country of origin (Migration.doc)
6. Why Nations Trade – A teaching unit that allows students to understand the impact of international trade on individuals, corporations, and countries (Why Nations Trade.doc)
7. Labor Rights – A teaching unit that helps students understand the role of policy in protecting labor and the outcomes of strong/weak labor laws (Labor Right.doc)
8. Trade Agreements - Students understand trade liberalization and the role of trade agreements in regulating international trade, as well as apply this knowledge to understanding NAFTA (Trade Agreements.doc)