

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

**BUS4110.E1 International Business
Summer 2023**

PROFESSOR INFORMATION:

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COURSE INFORMATION:

BUS4110.E1 International Business
Level: Undergraduate
Beginning Date of Session: Saturday, June 10, 2023
Ending Date of Session: Thursday, August 17, 2023
Student access available to the Student Portal: Saturday, June 10, 2023.

4th of July Holiday: There will be no classes held and no assignments due on Tuesday, July 4, 2023.

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:

None

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: International Business
Author: Geringer, McNett, Ball
Publisher: McGraw Hill
Year Published: 2023
Edition: 3rd
ISBN: 13:9781264067527
Price: Available at <http://amberton.ecampus.com>

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the Publication Manual of the American Psychological Association, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

The following represents the course competencies for this class. Competencies are equivalent for all lecture and distance learning courses. Following each competency is the assignment used to gain mastery of this area of study.

The course addresses the challenges of global competition by analyzing management, financial, and production activities in foreign markets. Economic, legal, political, labor, and environmental factors that have an impact on international business strategies are examined. The course introduces basic issues on international business theories, cultural and marketing differences, exchange rates, and societal differences impacting business in a foreign environment.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. Identifying the reasons and methods for entering international markets.
2. Discussing the theories of international trade and investment.
3. Describing the differences in managing personnel in different countries and cultures.
4. Explaining the differences between consumer and organizational buying behavior in different countries and cultures.
5. Describing how the international monetary system has an impact on business strategies.
6. Appreciating the differences in marketing of products and services in different countries and cultures.
7. Researching international markets and assessing business opportunities and risks.
8. Identifying the effects of location, topography, and climate on international trade.
9. Understanding the implications of culture including attitudes, beliefs, religions, technologies, and levels of education on international business.
10. Describing the impact of foreign laws and regulations on the operation of global enterprises.
11. Describing how international institutions, such as the World Trade Organization, both governmental and nongovernmental, impact the conduct of international trade.
12. Discussing the evolution of the current international monetary system and explaining how it operates.
13. Identifying the issues of standardization, distribution, and pricing in an international environment.
14. Describing the political, economic, and cultural motives behind governmental intervention in trade.
15. Discussing techniques for evaluating and controlling global operations.
16. Identifying and discussing ethical issues in the global marketplace.
17. Identifying and describing ways international business has changed in the 21 st century.

COURSE POLICIES:

Expectations of Students:

1. Read the syllabus in its entirety.
2. Mark assignment due dates on a calendar.
3. Late assignments will not be accepted unless there is a medical emergency (doctor's excuse required).
4. Access to assignments is always granted early with the exceptions of exams and quizzes.
5. Failure to submit timely assignments due to business, vacation travel, wrong files submitted, or other similar reasons will not be honored.
6. **There is no extra credit in this course.**
7. All assignments must be completed.
8. Submit all assignments to the Moodle Classroom unless directed by the professor.
9. Assignments will be graded and returned within 3 – 5 weekdays after the due date.
10. Quizzes and exams are to be completed within 24 hours.
11. Submit assignments as Word documents and not PDFs.
12. Remember to check the classroom daily for updates.
13. If you need additional assistance, please contact the professor at Dhill@amberton.edu.

Students are encouraged to check with the professor if additional information is needed.

Mini lectures will be included weekly in the course. A Zoom meeting will be held at the beginning of the course to introduce the professor and meet the students. An invitation will be posted in the classroom in week 1 of the course.

Student's Responsibilities

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be dropped at the discretion of Amberton University.

Plagiarism Policy

Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin "Draft Coach" is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach, helps address errors and improve the quality of student's writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

COURSE OUTLINE AND CALENDAR:

DESCRIPTION OF ASSIGNMENTS:

Personal Reaction Paper

Submit a 6 – 8-page paper (page count does not include title and reference pages) written in 7th edition APA format discussing concepts gleaned from reading Modules 1 – 5 of the text. Select topics from the text that interest you and expound on them and express how you conceptualize what the author(s) have written. **The information and content of the paper should be derived from the required textbook. The textbook is the primary source of information, but you may use additional research resources to validate your conceptualizations. Topics selected should be from the text and not from outside sources. Please refer to the APA resources provided in the Moodle classroom to guide your format. Also visit Amberton library for additional APA resources. Paper must not exceed 8 pages.**

Current Event Analysis

Students will submit a 3 – 5-page paper summarizing a current event pertaining to the information and content being discussed in the news that reference and impact international business. Assignment will adhere to the 7th edition of APA. Refer to the APA assistant resources posted in the Moodle classroom. Title and reference pages are not included in the page count. Assignment is not to exceed 4 pages. Additional information is posted in the classroom.

Weekly Summary

Students will be required to complete a summary due by 11:55 CST on the dates indicated under the grading assignments. A template will be posted in the first week of the course on Moodle with additional instructions on information that should be addressed in the summary.

Final Examination

The final examination will be a comprehensive examination covering videos, chapter readings, and mini lectures, and PowerPoint slides. Students are encouraged to read the required chapters. Twenty-four hours will be allowed for completion of the exam.

SWOT Research Paper

Students will research an international company with a topic provided by the professor in week 2 of the course. The research paper will describe the strengths, weaknesses, opportunities, and threats that an international business confronts. The paper should be 5 – 7 pages in length and written in the 7th edition APA format for submission. Title and reference pages are not included in the page count. Utilize a minimum of 4 peer reviewed resources to write the research paper. Additional information will be posted in the Moodle classroom. Paper should not exceed 7 pages.

Questions or Concerns:

Contact me at dhill@amberton.edu if you have questions or need clarifications. Please ensure you have read the syllabus thoroughly first. Responses to questions and concerns will be posted as information for the entire class without identifying the person who made the inquiry.

Week	Topic	Assignment	Competencies Covered	Due Date
1	Module 1: The Challenging Context of International Business	Read Module 1; View PowerPoint slides; mini lecture; videos	1, 15, 8	Complete by the end of Week 1 Zoom Course Meeting Weekly Summary Biography by the end of Week 1
2	Module 2: International Trade and Investment	Read Module 2; View PowerPoint slides, videos; Current Event	2	Complete required readings: Current event analysis paper due June 18

		Analysis paper; mini lecture		(11:55 pm CST) Weekly Summary
3	Module 3: Sociocultural Forces	Videos, PowerPoint slides; mini lecture, Read Module 3;	3, 4, 9, 14	Weekly Summary
4	Module 4: Sustainability and Natural Resources	Read Module 4; PowerPoint slides; mini lecture;	6	Complete readings Weekly Summary
5	Module 5: Political Forces That Affect Global Trade	Read Module 5; PowerPoints slides; Personal Reaction Paper; videos; mini lecture	10, 11, 14	Personal Reaction Paper due July 9 (11:55 pm CST) Weekly Summary
6	Module 6: Intellectual Property Rights and Other Legal Forces	Read Module 6; PowerPoint slides; videos; mini lecture	10	Complete reading assignments Weekly Summary
7	Modules 7 – 8: Economic and Socioeconomic Forces; The International Monetary System and Financial Forces	Read Modules 7-8; PowerPoint slides; videos; mini lecture	5, 7, 12, 17	Weekly Summary
8	Modules 9 – 10: International Competitive Strategy; Organizational Design and Control	Read Modules 9 - 10; PowerPoint slides; videos; mini lecture	12, 17	Complete reading assignments Weekly Summary
9	Modules 11 – 13: Global Leadership Issues and Practices; International Markets; Marketing International	Read Modules 11 – 13; PowerPoint slides; videos, mini lecture	13, 15, 16	Final Examination due August 6 (11:55 pm CST) Weekly Summary
10	Modules 14 -15: Managing Human Resources in an International Context; International Accounting and Financial Management	Read Modules 14 – 15; PowerPoint slides; videos, mini lecture	All listed competencies	SWOT Research Paper due August 15 (11:55 pm CST) Weekly Summary

GRADING CRITERIA:

Assignment	Points	Due Date
Current Event Analysis	15	June 18
Weekly Summary	20 (2 pts each)	Jun. 11,18, 25, Jul. 2, 9, 16, 23,30, Aug. 6, 13
Personal Reaction Paper	20	July 09
Final Examination	20	August 06
WOT Research Paper	25	August 15

Total 100

Undergraduate

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
Below 60	F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

Incomplete Grades

An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

How To Withdraw From a Course

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:

This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
 - Internet browser settings and configuration
 - e-mail and file attachments
 - Uploading and downloading files
 - Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

HOW TO ACCESS YOUR COURSE:

Through the Amberton University Student Portal

Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main

page (<http://www.Amberton.edu>) or at <http://apps.Amberton.edu>. After selecting the “Student Portal” link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

Username = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.

* Use your name exactly as it is listed on the University’s records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr. SSN: 123-45-6789
Username: JJonesJr789

Password = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi, Research Tutorials and Electronic Instructor Folders (FTP).

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: e-sysop@amberton.edu

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or advisor@Amberton.edu for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send email to your professor.

Through the Amberton University Moodle Website

Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: <http://moodle.Amberton.edu>

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student’s University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link “*Forgotten your username or password*” available on the Moodle log in page (<http://moodle.Amberton.edu>). Otherwise use the same username and password as previous session.

Moodle Tutorial:

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student’s assigned email address would be Username@my.Amberton.edu

Example: LJones-Smith789@my.Amberton.edu

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith SSN: 123-45-6789
Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal gmail account.

If you need assistance with your email account, please visit <https://support.google.com/mail>

Students are responsible for reviewing the “Communication Guidelines” provided on the individual E-Course for specific instructor requirements.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the “Communication Guidelines” of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

INSTRUCTOR/COURSE EVALUATION:

Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

RESEARCH RESOURCES:

The Library provides access to full-text, and peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

RESEARCH ACCESS:

Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the University site (Amberton.edu) or the library site (Library.amberton.edu) to find links to databased and digital books. Online resources are available all day, every day.

Library Live Chat Feature

Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The Library telephone is (972-279-6511 ext. 136, 137, or 138. You can email questions to library@amberton.edu or visit the Library in person on the Garland campus for assistance.