

AMBERTON UNIVERSITY
SYLLABUS FOR LECTURE/CLASSROOM COURSE

BUS4110.01 International Business
Winter 2024
Location: Garland

PROFESSOR INFORMATION:

Name: Dr. Deborah Hill
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Faculty Fax #: 972-686-5890
Office Location: Garland Room # 16
Office Hours: Office Hours for session (30 minutes before/after class)
Email Address: DHill@Amberton.edu

COURSE INFORMATION:

BUS4110.01 International Business
Level: Undergraduate
Beginning Date of Session: Saturday, December 2, 2023
Ending Date of Session: Thursday, February 22, 2024
The first class meeting is **Wednesday, December 6, 2023**, in **Room # 16 in Garland**

All Monday-Thursday lecture classes begin promptly at 6:30 p.m.
All Saturday lecture classes begin promptly at 8:30 a.m.

Winter Holiday Break:

Tuesday, December 19th, 2023, through Monday, January 1st, 2024
(Classes resume on Tuesday, January 2nd, 2024)

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 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:

Students are expected to review the syllabus carefully. Make-up exams will be administered only in case of an emergency and at the discretion of the instructor. Emergency circumstances hindering timely submission should be brought to the attention of the instructor before the due date. Regular participation in discussions and class attendance are critical to academic success. Assignments are to be completed timely and accurately. Assignments are to be completed before or on the due dates. Failure to submit assignments timely will result in a 15% grade reduction. Questions regarding course material and class assignments can be forwarded via email to DHill@amberton.edu and addressed in class.

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.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

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 DELIVERY METHODOLOGY:

This course is offered as a Lecture/Classroom course. This course requires that students meet at a designated time in the classroom.

(This course will include weekly lectures, case study analysis, research, critical thinking questions, reflective papers, and a team project. Students will be assigned a group at the first-class meeting.

Critical Thinking Questions

Discussion questions at the conclusion of each section will be used to clarify information found in the lecture chapters. At the end of each class, information will be summarized, and discussion questions will be asked.

Personal Reaction Paper

Students will submit a 5 – 6 -page paper (do not include the title and reference page) written in 7th edition APA format discussing concepts gleaned from reading Modules 1 – 3 of the required textbook. Select a minimum of four topics from the textbook to express how you conceptualize what the author(s) are stating and how they impact you and your understanding of international business. The textbook is the only source of information for this assignment. Topics selected should be cited and referenced according to the textbook. Paper must not exceed 6 pages. Additional information will be discussed in class.

International Business Case Study Analysis Paper

Students will be provided with several peer reviewed international business case study from the textbook or recent international business news to analyze. Students will analyze key issues, and propose practical solutions based on the theories and concepts from the textbook. Students will utilize critical thinking and problem-solving skills. Paper should not exceed 4 pages and be written in the 7th edition APA guidelines.

Team Project

Students will be tasked with analyzing current international business policies, trade agreements or tariffs that affect global trade. They will assess the impact of these policies on specific industries or companies and propose recommendations for policymakers. Professor will select the companies (Second class period).

SWOT – Strength, Weakness, Opportunity, Threat Research Paper

The research paper will be a minimum of 5 – 7 typed double pages in APA format (7th edition). The title and reference page are not counted in the page count. Use a cover sheet, margins and fonts required for scholarly APA writing. Maps, abstracts, and charts are not required for this assignment so please do not submit them. Information and research can be obtained from the World Bank, other peer reviewed resources and the text. Students will be provided with an international company by the professor to maximize the utility of the research. Additional information will be provided in class. Do not exceed 7 pages.

Objective: To provide students with an opportunity to research a foreign country of interest with the possibility and viability of opening an international business in the country. It provides an opportunity for students to conceptualize more definitely the information gleaned from the reading assignments and responses to the discussion questions.

Project Outline:

1. Name of company and the location of the international country
2. Size of market (urban/rural, demographics, socioeconomic state)
3. Legal/bureaucratic factors (taxation, imports, politics)
4. Sociocultural acceptance (adaptation to culture)
5. Economic status of country
6. Marketing and distribution strategy
7. Financial viability of country
8. Competition in market

Recommendations/suggestions on how the organization can improve weaknesses and threats.

COURSE OUTLINE AND CALENDAR:

(Provide a topical outline of the course based on the course competencies. Include learning activities required to gain knowledge of course competencies.

Also provide an outline of important due dates, activities scheduled for each meeting as well as examination dates.)

Week	Topic	Assignment	Competencies Covered	Due Date
1	Module 1: Context of International Business; PowerPoint Slides	Critical Thinking Questions; Review Syllabus; Lecture; View PowerPoint Slides	1, 2	General Class Discussion
2	Module 2: International Trade and Investment	Review Syllabus; Lecture; View PowerPoint Slides	2	Team Project Discussed
3	Module 3: Sociocultural Forces	Lecture, View PowerPoint Slides, Read Module; View PowerPoint Slides	3, 6, 9, 9	General Class Discussion
4	Module 4: Sustainability and Natural Resources	Lecture, PowerPoint Slides; Critical Thinking Questions	4, 6, 7, 8, 9, 10	Personal Reaction Paper (post in Moodle due Jan 11 th 11:55 pm CST)
5	Module 5: Political Forces That Affect Global Trade	Read Module, View PowerPoint Slides	10, 14	General Class Discussion
6	Module 6: Intellectual Property Rights and Other Legal Forces	Read Module 6: View PowerPoint Slides	6, 10, 16	Current Event Article (post in Moodle January 25 th 11:55 pm CST) present orally in class.
7	Module 7 - 8; Economic and Socioeconomic Forces; The International Monetary System and Financial Forces	Read Modules 7 – 8; View PowerPoint Slides	5, 9, 14, 16	Team Project Discussion (post to Moodle February 2 nd 11:55 pm. CST)
8	Modules 9 – 10; International Competitive	Read Modules 9 – 10; View PowerPoint Slides	15, 17	International Business Case Study Analysis

	Strategy; Organizational Design and Control			Paper (post in Moodle due February 9 th 11:55 pm CST) present orally in class.
9	Modules 11 – 13; Global Leadership Issues and Practices; International Markets; Marketing International	Read Modules 11 - 13; View PowerPoint Slides	1, 6, 7, 10, 16	General Class Discussion
10	Modules 14 – 15; Managing Human Resources in an International Context; International Accounting and Financial Management	Read Modules 14 – 15; View PowerPoint Slides	17	SWOT Research Paper (post to Moodle by February 22 nd 11:55 pm CST

GRADING CRITERIA:

<u>Assignment</u>	<u>Points</u>	<u>Due Date</u>
Personal Reaction Paper	25	January 11
Team Project	25	February 02
International Business Case Study Analy	20	February 09
SWOT Research Paper	30	February 22
Total	100	

Undergraduate

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

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

Each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner, along with appropriate commentary.

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 COMMUNICATIONS:

This course is offered as a lecture course; however, several technological options are available to faculty and students that can enhance communication both during the session and after the session has ended. The **Student Portal** is the gateway to email, Remote Research, General Tools, and Electronic Instructor Folders (FTP). The Student Portal may be accessed through a link on the University's website, <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:

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 online course materials, email access, Remote Research, General Tools, all Syllabi, Research Tutorials and Electronic Instructor Folders (FTP).

Email Communication

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 settings. 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>

The Amberton University Moodle Website

Students enrolled in this course will also be using the Moodle Learning Platform, with access available through the Student Portal or 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 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 EVALUATION:

Each session, all Amberton students are requested to evaluate their courses. 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. Students' identities are not disclosed.

Students will be notified through the Amberton email system of the Course Evaluation procedures. Usually, the evaluations take place in class during week 9 of the session. Please take advantage of this opportunity and participate in the evaluation process.

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. 185. You can email questions to library@amberton.edu or visit the library in person on the Garland campus for assistance.