

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

**BUS4110.E1 International Business
Fall 2021**

PROFESSOR INFORMATION:

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COURSE INFORMATION:

BUS4110.E1 International Business
Level: Undergraduate
Beginning Date of Session: Saturday, September 11, 2021
Ending Date of Session: Thursday, November 18, 2021
Student access available to the Student Portal: Saturday, September 11, 2021.

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: Year Published
Edition: 2nd
ISBN: 10: 1259685225 or 13: 9781259685224
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 challenge of global competition by analyzing management, marketing, financial, and production activities in foreign markets. Economic, cultural, legal, political, labor, market, and other environmental factors that have an impact on international business strategies are also examined.

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

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| 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. Understanding the currency exchange rate risk inherent in international business. |

COURSE POLICIES:

Students are expected to participate in all online course assignments. This is the way that attendance and progress in the course will be measured. Review the syllabus and other course materials very carefully with emphasis on assignment due dates. Make-up exams are only administered in the case of a medical emergency or similar situation and at the discretion of the instructor. Failure to submit timely assignments due to business, vacation travel or other similar reasons will not be honored. There is no extra credit in this course. Only assignments submitted two days after the due date will be accepted and will incur a 10% grade deduction. **Students will receive graded assignments within 3-4 days after the due date.** Submit all assignments to the Moodle classroom. Students are encouraged to check with the instructor if additional information is required.

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 a source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge the 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 University 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 anti-plagiarism services and applications at any time.

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

COURSE OUTLINE AND CALENDAR:

The course will be delivered by using PowerPoints, zoom meetings, videos pertaining to the course, research papers and quizzes.

| Week | Topic | Assignment | Competencies Covered | Due Date |
|------|---|--|----------------------|--|
| 1 | Module 1: Challenging Content of International Business | Read Module 1: Post Bio | 1, 15, 8 | Post Bio by September 18 |
| 2 | Module 2: International Trade Investment | Read Module 2: Review Critical Thinking Questions; Current Events; View Videos | 2 | Complete Reading Assignments; Personal Reaction Paper due September 19 11:55 p.m. CST. |
| 3 | Module 3: Sociocultural Forces | Personal Reaction Paper; Review written assignment instructions; Review APA resources; Read Module 3 | 3, 4, 9, 14 | Quiz 1 Chapters 1-4 due September 26 11:55 p.m. CST. |
| 4 | Module 4: Sustainability and Natural Resources | Read Module 4; Review Critical Thinking Questions; Videos | 6 | Critical Thinking Questions Discussions |
| 5 | Module 5: Political Forces that Affect Global Trade | Read Module 5; Midterm Exam | 10, 11, 14 | Quiz 2 October 10 due 11:55 p.m. CST Chapters 1-6. |
| 6 | Module 6: Intellectual Property and Other Legal Forces | Read Module 6; Critical Thinking Questions; Videos | 10 | Current Events; Critical Thinking Questions |
| 7 | Modules 7-8: Economic and | Read Modules 7-8; View additional | 5, 10, 13, 14 | Quiz 3 Chapters 5-9 due October 24 |

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|----|---|--|-------------------------|--|
| | Socioeconomic Forces; Monetary System | classroom info; Review Critical Thinking Questions | | 11:55 pm CST. |
| 8 | Modules 9-10: International Competitive Strategy; Organizational Design | Read Modules 9-10; view classroom info; Review Critical Thinking Questions | 5, 7, 12, 17 | Quiz 4 Chapters 10-14 due October 31 11:55 pm CST. |
| 9 | Modules 11-13: Global Leadership Issues; International Mkts; Marketing Internationality | Read Modules 11-13; Critical Thinking Questions; Information in the Moodle classroom | 13, 15, 16 | Critical Review Question Discussion |
| 10 | Modules 14-15: Managing Human Resources; International Accounting | Read Modules 14-15; Review Critical Thinking Questions | All Listed Competencies | SWOT Research Paper due November 13 11:55 pm CST. |

GRADING CRITERIA:

| Assignment | Points | Due Date |
|-------------------------|---------------|-----------------|
| Personal Reaction Paper | 20 | 09/19 |
| Quiz 1 | 15 | 09/26 |
| Quiz 2 | 15 | 10/10 |
| Quiz 3 | 15 | 10/24 |
| Quiz 4 | 15 | 10/31 |
| SWOT Research Paper | 20 | 11/13 |

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Students are expected to participate in all course assignments and is a requirement for attendance purposes. Zoom will be used to interact with students and provides an opportunity to ask questions and learn concepts discussed in the course.

Assignment Descriptions:

Post a brief biography as an introduction to the instructor and the class. Please describe your career plans, why you are interested in international business, and why you believe this course can enhance your educational aspirations. Limit your word count to 500 words.

Personal Reaction Paper:

Submit a 5–8-page paper (page count does not include title or reference pages) written in 7th edition APA format discussing concepts gleaned from reading Modules 1-5 of the text. Select topics that interest you from the required modules (1-5) and expound on them. 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. Topics selected should be obtained from the text and not from outside sources. Please refer to the APA resources provided in the class or visit the Amberton library for APA resources.** The website www.apastyle.org provides additional APA information. Paper must not exceed 8 pages.

Quizzes:

Quizzes will include critical thinking questions, multiple choice selections and true and false questions covering the modules listed in the syllabus.

SWOT Research Paper:

Students will research an international company and describe the strengths, weaknesses, opportunities, and threats presented to the company. The paper should be 5-8 pages in length and follow APA 7th edition format

for submission. Title and reference pages are not included in the page count. Utilize a minimum of three (3) peer reviewed resources to write the research paper. Paper should not exceed 8 pages.

Zoom:

Zoom meetings will be held during a convenient time selected by the students. The professor will conduct a survey the first week of the course to ask students for a time convenient to meet. Once the date is decided, a weblink will be in the Moodle classroom.

Questions or Concerns:

Please contact me at dhill@amberton.edu or through the Moodle classroom if you have questions or need clarifications. Please read the syllabus thoroughly. If you still have questions/concerns, please let me know. Responses to all questions will be provided to the entire class without identifying the person requesting the response.

Critical Thinking Questions:

Students should review the critical thinking questions located at the end of each Module in the text.

Assignment Submission Format:

Assignments should be submitted as a Word document and not as a PDF.

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 mailed approximately one week after the last day of the session to the student's address of record. Amberton University staff will not post or 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.