

**AMBERTON UNIVERSITY**  
**e-COURSE SYLLABUS**

**BUS5110.E1 International Business  
Winter 2021**

**PROFESSOR INFORMATION:**

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**COURSE INFORMATION:**

BUS5110.E1 International Business

Level: Graduate

Beginning Date of Session: Saturday, December 5, 2020

Ending Date of Session: Thursday, February 25, 2021

**Student access available to the Student Portal: Saturday, December 5, 2020.**

**Winter Holiday Break:**

**Friday, December 18<sup>th</sup>, 2020 through Friday, January 1<sup>st</sup>, 2021  
(Classes resume on Saturday, January 2<sup>nd</sup>, 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 Publishers  
Year Published: 2020  
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](http://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 7<sup>th</sup> 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*, (7<sup>th</sup> 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 examined.

**CAVEAT: No graduate credit will be awarded if BUS4110 has been successfully completed.**

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

1. Analyzing the reasons and methods for entering international markets.
2. Understanding the theories of international trade and investment.
3. Understanding the impact of the international monetary system and balance of payments on business strategies.
4. Researching international markets and assessing business opportunities and risks.
5. Adapting human resource programs to meet the needs of workers and management in a variety of countries and cultures.
6. Assessing the differences in consumer and organizational buying behavior in different countries and cultures.
7. Developing marketing strategies for products and services in different countries and cultures.
8. Analyzing 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 political, economic, and cultural motives behind governmental intervention in international trade.
11. Discussing how international institutions, both governmental and nongovernmental, impact the conduct of international trade.
12. Determining the effects of currency control, wage and price controls, and quotas on international trade.
13. Evaluating the issues of standardization, distribution, and pricing in an international environment.
14. Understanding export and import practices and procedures, including the use of letters of credit, bills of lading, and means of export financing.
15. Discussing techniques for evaluating and controlling global operations.
16. Assessing the design requirements for production systems in different countries and cultures.
17. Analyzing alternative organizational structures for global businesses.
18. Identifying and discussing ethical issues in the global marketplace.
19. Understanding the currency exchange rate risk inherent in international business and methods of dealing with such risk.

### **COURSE POLICIES:**

Students are expected to participate in online discussions regardless if credit is earned. 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 needed.

### **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 using another person's work as your own. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operated on an honor system, and 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 of 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.

### **COURSE OUTLINE AND CALENDAR:**

Week	Topic	Assignment	Competencies Covered	Due Date
1	Module 1: Challenging Content of International Business	Read Module 1: Post Bio	1, 2	Post Bio by 12/12 (11:55 p.m. CST)
2	Module 2: International Trade Investment	Read Module 2: review Critical Thinking Questions; Current Events	12	Complete Reading Assignment
3	Module 3: Sociocultural Forces	Personal Reaction Paper – Review written assignment instructions; Read Module 3	7, 8, 9, 10, 16	Personal Reaction Paper Due 01/09 (11:55 p.m. CST)
4	Module 4: Sustainability and Natural Resources	Read Module 4: Review Critical Thinking Questions	8	Critical Thinking Questions Discussion – Post to Moodle by 01/16 (11:55 p.m. CST)
5	Module 5: Political Forces that Affect Global Trade	Read Module 5; Midterm Exam – Chapters 1 – 5	10,14	Midterm Exam Due 01/23 (11:55 p.m. CST)
6	Module 6: Intellectual Property and Other Legal Forces	Read Module 6; Review Critical Thinking Questions	7	Case Study Analysis Due 01/30 (11:55 p.m. CST)

7	Module 7: Economic and Socioeconomic Forces; Module 8: Monetary System	Read Modules 7 & 8; Review Critical Thinking Questions	2, 3, 6, 12, 15,19	Current Event Analysis Due 02/06 (11:55 p.m. CST)
8	Module 9: International Competitive Strategy; Module 10: Organizational Design	Read Modules 9 & 10; Review Critical Thinking Questions; Case Study Analysis	11,17	Case Study Analysis Due 02/13 (11:55 p.m. CST)
9	Module 11: Global Leadership Issues; Module 12: International Mkts; Module 13: Marketing Internationality	Read Modules 11 – 13; SWOT Research paper	All of the stated competencies	SWOT paper Due 02/20 (11:55 p.m. CST). See written presentation guidelines, APA resource information (7 <sup>th</sup> edition in Moodle General Section
10	Module 14: Managing Human Resources; Module 15: International Accounting	Read Module 14 – 15; Review Critical Thinking Questions	3, 10, 15	Course Summary

#### **GRADING CRITERIA:**

##### **Assignments**

	<b><u>Points</u></b>	<b><u>Due Date</u></b>
Personal Reaction Paper	20	01/09
Mid Term Examination	20	01/23
Case Study #1	15	01/30
Current Event Analysis	10	02/06
Case Study #2	15	02/13
SWOT Analysis	20	02/20

Total     100

**Participating in discussion questions every week is a requirement for this course for attendance purposes. PowerPoint slides will be posted in the classroom to be used as a lecture and information tool. Students are expected to read the Modules in its entirety. Zoom will be used to interact with students. Dates and times for the Zoom meeting will be determined by the second week of class and students will be notified. Students will be assigned critical thinking questions each week to present to the class.**

##### **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. Please limit your word count to 500 words.

##### **Personal Reaction Paper**

Submit a 5-8-page paper (page count does not include title and reference pages) written in 7<sup>th</sup> edition APA format discussing concepts gleaned from reading Modules 1 – 4 of the text. Select topics that interest you from the text 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. 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. Paper must not exceed 6 pages.

### **Case Study Analysis**

A case study analysis will require students to analyze and determine a viable business solution to a problem confronted by the company. Additional instructions will be posted in the classroom. Critical thinking skills will need to be utilized. Analysis will be written in APA format. Paper should be a minimum of 3 – 5 pages. The title and reference pages are not included in the page count.

### **Midterm Examination**

A midterm examination will include critical thinking and discussion questions from information covered during the past weeks. The examination will include multiple selections, true and false statements, and essay questions.

### **Current Event Analysis**

Students will write a 2 – 3-page paper summarizing a current event pertaining to the information and content being discussed in the news referencing a company, business, or organization’s human resource practices. Assignment will adhere to the 7<sup>th</sup> edition of the APA. Title and reference pages are not counted in the page count of the document.

### **SWOT Research Paper**

Students will research an international company and describe the strengths, weaknesses, opportunities and threats that an international business confronts. The paper should be 6 – 8 pages in length and follow APA 7<sup>th</sup> edition 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 classroom.

### **Critical Thinking Questions:**

Students will be prepared to discuss the critical thinking questions found at the end of each Module in the text.

Graduate	
92 – 100	A
82 – 91	B
72 – 81	C
62 – 71	D
Below 62	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](mailto: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](mailto: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](http://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.

### **ACADEMIC HONESTY/PLAGIARISM:**

Plagiarism is the presentation of someone else's information 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. Failure to do so violates Amberton University's ethics policy.

### **RESEARCH RESOURCES:**

The student is encouraged to use the Amberton Electronic Library as a research resource for this course. The Electronic Library provides access to full-text and abstract articles as well as links to a variety of remote research tools. Students can search Amberton Library Resource Center holdings through the on-line public access circulation system. The physical library contains a specialized collection of research materials specifically chosen to support the degrees and courses offered at Amberton. Interlibrary loan and document delivery services are available. The TexShare Card offers borrowing privileges in libraries all across the state of Texas. Students with research questions or questions about Library services are encouraged to visit the Library or email their questions to [library@Amberton.edu](mailto:library@Amberton.edu).

### **RESEARCH TUTORIALS:**

Online research resources are available through "Research Tools Database", accessible through the Student Portal. (For additional assistance, students may access the "Research Tutorials" link located in the General Tools area on the Student Portal.) Access the Portal by clicking "Student Portal" from the University's website. You must know your Amberton ID to access the Portal.

### ***Library Live Chat Feature***

The website allows for a live chat feature with librarians on the library pages. This service allows students to connect with librarians on questions regarding resource assistance, searching data bases and access to library services. [www.amberton.edu/current-students/library/index.html](http://www.amberton.edu/current-students/library/index.html)