

BUSN419

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : BUSN419 **Title :** International Business Management

Length of Course : 8

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course focuses on the organization, management strategies, and essential operations of international business and cross cultural management. It provides a managerial perspective and a framework of analysis for examining the similarities and differences in the philosophy and practices of management around the world. Topics include the methods and importance of effective strategic planning when organizing and administering international marketing, finance, and human resource management areas toward efficient business, government, and global market relationships. By focusing on the analysis of national and organizational cultures and the impact of individual behaviors, the course gives a strong basis for managers to successfully manage in different countries and different populations.

Course Scope:

Emphasis in this course will be placed on how competing in the twenty-first century requires firms to invest in the increasingly refined managerial skills needed to perform effectively in a multicultural environment. It will also provide you an opportunity to analyze, critically, several components, which will challenge you to apply management principles to real companies in an international setting. The ultimate objective of the course is to enable the student to evaluate and to solve problems involving international business management and to effectively communicate their recommendations to others.

Objectives

After successfully completing this course, you will be able to

CO1: Students will learn how to associate theories and approaches to international business management.

CO2: Students will be able to examine a country's political and sociocultural backgrounds.

CO 3: Students will evaluate various forms of international trade, investment options, and finance within the international business environment.

CO 4: Students will apply international business theory and concepts to a multinational organization for a

successful strategic plan.

LO - 1 – Identify the changing nature of the global economy and the impact of political differences.

LO - 2 – Working with various countries of different political backgrounds, the student will evaluate the environment of a country's political and economic economy.

LO - 3 – Given the option of trading in foreign markets, the student will examine when it is appropriate to implement one strategy over another and determine the logistics of global production or outsourcing.

LO - 4 – Given the various policy instruments, the student will examine why governments must intervene in international trade.

LO - 5 - Working with a chosen country, the student will identify and examine the factors involved to enter a foreign market and how those factors affect various foreign direct investments.

LO - 6 - Working with the international monetary system, the student will detect and evaluate a foreign exchange market within the realm of international business management.

LO - 7 – Given foreign strategy options, the student will examine how to be effective with regional economic integration within the framework of an organization's operational management.

LO - 8 – Identifying the various organizational architectures, the student will be able to apply appropriate strategies to improve the performance of an international business.

Outline

Week 1:

Topics

Read Course Book Chapter 1: Globalization

Read Course Book Chapter 2: National Differences in Political Economy

Learning Objectives

LO1: Identify the changing nature of the global economy and the impact of political differences.

Learning Materials

It's a Small World

Reading: [What is International Business?](#)

Video: [Globalization Explained](#) 4:18min

Video: [Miniature Earth](#) 3:22min

Video: [Key Industry Drivers of Globalization](#) 19:34min

Trade Theory, from Mercantilism to Free Trade

Reading: [Why Trade?](#)

Video: [Comparative Advantage and Trade](#) 6:24min

Reading: [Competitive Advantage](#)

Reading: [Absolute Advantage](#)

Video: [Porter's National Diamond Framework Explained](#) 1:42min

Video: [Mercantilism Explains](#) 3:36min

- [Absolute Advantage](#)
- [Competitive Advantage](#)
- [Key Industry Drivers of Globalization](#)
- [Reading: What is International Business?](#)
- [VIDEO: Comparative Advantage and Trade](#)

- [VIDEO: Globalization Explained](#)
- [VIDEO: Mercantilism Explains](#)
- [VIDEO: Miniature Earth](#)
- [VIDEO: Porter's National Diamond Framework Explained](#)
- [Why Trade?](#)

Activities and Assessments

Week #1 Quiz (Navigate to the Tests& Quizzes via the link at the left)

Introduction Forum

Week 2:

Topics

Read Course Book Chapter 3: Political Economy and Economic Development

Read Course Book Chapter 4: Differences in Culture

Learning Objectives

LO2: Working with various countries of different political backgrounds, the student will evaluate the environment of a country's political and economic economy.

Learning Materials

Video: [Economic Systems](#) 13:44min

Reading: [Free-Enterprise](#)

Reading: [Capitalism in the US](#)

Reading: [Socialism and Planned Economies](#)

Reading: [The Benefits of Socialism](#)

Reading: [The Disadvantages of Socialism](#)

Reading: [The Communist Economic System](#)

Reading: [The Benefits of Communism](#)

Reading: [The Disadvantages of Communism](#)

Reading: [Mixed Economies](#)

Reading: [The Benefits of Mixed Economies](#)

Reading: [The Disadvantages of Mixed Economies](#)

- [Capitalism in the US](#)
- [Free-Enterprise](#)
- [Mixed Economies](#)
- [Socialism and Planned Economies](#)
- [The Benefits of Communism](#)
- [The Benefits of Mixed Economies](#)
- [The Benefits of Socialism](#)
- [The Communist Economic System](#)
- [The Disadvantages of Communism](#)
- [The Disadvantages of Mixed Economies](#)
- [The Disadvantages of Socialism](#)
- [VIDEO: Economic Systems](#)

Activities and Assessments

[Week 2 Forum Discussion](#)

Week 3:

Topics

Read Course Book Chapter 5: Ethics in International Business

Read Course Book Chapter 6: International Trade Theory

Learning Objectives

LO3: Given the option of trading in foreign markets, the student will examine when it is appropriate to implement one strategy over another and determine the logistics of global production or outsourcing.

Learning Materials

"That's Not How We do it Back Home"... Cultural Systems Around the Globe

- Video: [Culture](#)
 - Watch the following slides: 1-14, 18-27, 30-39, & 41-50

Ignorance of the Law is No Excuse: Ethical and Legal Issues in Global Business

- Reading: [Global Business Ethics](#)
- Video: [Lessons About Trust Learned from Globalization](#) 1:05min

Is "Free Trade" Really Free? The Political Challenges of Operating in a Global Market

- Video: [Types of Trade Restrictions](#) 9:44min
- Reading: [International Economic Cooperation among Nations](#)
- Reading: [International Trade Barriers](#)

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- [Global Business Ethics](#)
- [International Trade Barriers](#)
- [VIDEO: Lessons About Trust Learned from Globalization](#)
- [VIDEO: Types of Trade Restrictions](#)

Activities and Assessments

Week #3 Quiz (Navigate to the Tests& Quizzes via the link at the left)

[Week 3 Forum Discussion](#)

Week 4:

Topics

Read Course Book Chapter 7: The Political Economy of International Trade

Learning Objectives

LO4: Given the various policy instruments, the student will examine why governments must intervene in international trade.

Activities and Assessments

Week #4 Midterm (Navigate to the Assignments via the link at the left)

Week 5:

Topics

Read Course Book Chapter 8: Foreign Direct Investment

Read Course Book Chapter 9: Regional Economic Integration

Learning Objectives

LO5: Working with the international monetary system, the student will detect and evaluate a foreign exchange market within the realm of international business management.

Learning Materials

"Got NAFTA?" ... Regional Economic Integration

- Video: [EU Crisis](#) 4:50min
- Reading: [Common Markets](#)
- Reading: [NAFTA](#)
- Reading: [European Union](#)
- Reading: [APEC](#)

- [APEC](#)
- [Common Markets](#)
- [European Union](#)
- [NAFTA](#)

[VIDEO: EU Crisis](#)

Activities and Assessments

[Week 5 Forum Discussion](#)

Week 6:

Topics

Read Course Book Chapter 10: The Foreign Exchange Market

Read Course Book Chapter 11: The International Monetary Systems

Learning Objectives

LO6: Working with the international monetary system, the student will detect and evaluate a foreign exchange market within the realm of international business management.

Learning Materials

How Many Euros to the Dollar? Exploring Foreign Exchange Markets

- Reading: [What is the International Monetary System](#)
- Video: [What is the World Bank?](#) 4:01min
- Video: [About the IMF](#) 1:15min
- Video: [Fixed vs. Floating Exchange Rates](#) 16:20min

Does the World Bank have an ATM? Understanding the International Monetary System

- Video: [Exchange Rates](#) 6:23min
- [What is the International Monetary System](#)

- [VIDEO: What is the World Bank?](#)
- [VIDEO: About the IMF](#)
- [VIDEO: Fixed vs. Floating Exchange Rates](#)
- [VIDEO: Does the World Bank have an ATM? Understanding the International Monetary System](#)

Activities and Assessments

Week #6 Quiz (Navigate to the Tests& Quizzes via the link at the left)

Week #6 Assignment (Navigate to the Assignments via the link at the left)

[Week 6 Forum Discussion](#)

Week 7:

Topics

Read Course Book Chapter 12: The Global Capital Market

Read Course Book Chapter 13: The Strategy of International Business

Learning Objectives

LO7: Given foreign strategy options, the student will examine how to be effective with regional economic integration within the framework of an organization's operational management.

Learning Materials

Buying a "Big Mac" in London: Foreign Direct Investment

- Reading: [Foreign Direct Investment](#)

I'm from the IMF and I'm Here to Help: Global Organizations for Global Business

- Video: [GATT/WTO](#) 4:38min
- Reading: [What Is the Role of the IMF and the World Bank?](#)
- Reading: [IMF and the World Bank: How Do They Differ?](#)

A Game Plan for "Going Global" Developing a Corporate Strategy

- Video: [International Global Business Strategy](#) 6:44min
- Reading: [International Strategy](#)

How do you get from "Here" to "There" ... Strategies for Entering Foreign Markets

- Reading: [Multinational Firms](#)
- Reading: [Joint Ventures](#)
- Reading: [Contract Manufacturing](#)
- Reading: [Franchising](#)
- Reading: [Licensing](#)
- [Contract Manufacturing](#)
- [Foreign Direct Investment](#)
- [Franchising](#)
- [What Is the Role of the IMF and the World Bank?](#)
- [Joint Ventures](#)
- [Licensing](#)
- [Multinational Firms](#)
- [GTT/WTO](#)

- [International Global Business Strategy](#)
- [International Strategy](#)
- [IMF and the World Bank: How Do They Differ?](#)

Activities and Assessments

[Week 7 Forum Discussion](#)

Week 8:

Topics

Read Course Book Chapter 14: The Organization of International Business

Learning Objectives

LO8: Identifying the various organizational architectures, the student will be able to apply appropriate strategies to improve the performance of an international business.

Activities and Assessments

Final Exam (Navigate to the Tests& Quizzes via the link at the left)

[Week 8 Forum Discussion](#)

Evaluation

Grading:

Name	Grade %
Discussion Forums	25.00 %
Introduction Forum	3.57 %
Week 2 Forum	3.57 %
Week 3 Forum	3.57 %
Week 5 Forum	3.57 %
Week 6 Forum	3.57 %
Week 7 Forum	3.57 %
Week 8 Forum	3.57 %
Assignments	10.00 %
Week 6 - Homework Assignment	10.00 %
Quizzes	30.00 %
Quiz Week 1	10.00 %
Quiz Week 3	10.00 %
Quiz Week 6	10.00 %
Midterm Exam	15.00 %
Mid-Term Exam	15.00 %
Final Exam	20.00 %
Final Exam	20.00 %

Materials

Book Title: International Business - e-book available online, link provided inside the classroom

Author: No Author Specified

Publication Info: Lumen Learning

ISBN: N/A

Book Title: Various resources from the APUS Library & the Open Web are used. Please visit <http://apus.libguides.com/er.php> to locate the course eReserve.*

Author:

Publication Info:

ISBN: ERESERVE NOTE

Software Requirements

Microsoft Word 97 – 2003 – 2007 or newer.

Adobe Reader – Go to <http://www.adobe.com/products/acrobat/readstep2.html> to download the latest version. This download is free.

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- [Tutor.com](http://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for all written assignments, quizzes and exams submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arrangements have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting viewpoints, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late initial response to forums will be penalized 10% if submitted after the due date (Wednesday). Initial and peer responses are not accepted for grading outside the week of discussion without prior instructor approval.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz/exam. Weekly quizzes/exams must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes and the mid-term exam submitted 1-7 days past the due date will be penalized 10%. The final exam must be submitted by the last day of the course unless prior instructor approval has been granted.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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