American Public University System

The Ultimate Advantage is an Educated Mind

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Course Scope</th>
<th>Course Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Objectives</td>
<td>Course Outline</td>
<td>Course Delivery Method</td>
</tr>
<tr>
<td>Academic Services</td>
<td>Policies</td>
<td>Turnitin.com</td>
</tr>
</tbody>
</table>

Course Description (Catalog)

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.

### Course Materials

#### Required Course Material


The VitalSource e-book is provided via the APUS Bookstore. Please visit [http://apus.libguides.com/bookstore](http://apus.libguides.com/bookstore) for more information.

#### Software Requirements

Adobe Reader -- Go to [http://www.adobe.com/products/acrobat/readstep2.html](http://www.adobe.com/products/acrobat/readstep2.html) to download the latest version. This download is free.

### Course 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.
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.

- 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.

### Course Outline

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<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Learning Objectives</th>
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<tbody>
<tr>
<td>1</td>
<td>Read Course Book Chapter 1: Globalization  &lt;br&gt;Read Course Book Chapter 2: National Differences in Political Economy</td>
<td>LO1: Identify the changing nature of the global economy and the impact of political differences.</td>
</tr>
<tr>
<td>2</td>
<td>Read Course Book Chapter 3: Political Economy and Economic Development  &lt;br&gt;Read Course Book Chapter 4: Differences in Culture</td>
<td>LO2: Working with various countries of different political backgrounds, the student will evaluate the environment of a country’s political and economic economy.</td>
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<td>3</td>
<td>Read Course Book Chapter 5: Ethics in International Business  &lt;br&gt;Read Course Book Chapter 6: International Trade Theory</td>
<td>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.</td>
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<tr>
<td>4</td>
<td>Read Course Book Chapter 7: The Political Economy of International Trade</td>
<td>LO4: Given the various policy instruments, the student will examine why governments must intervene in international trade.</td>
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<tr>
<td>5</td>
<td>Read Course Book Chapter 8: Foreign Direct Investment</td>
<td>LO5: Working with the international monetary system, the student will detect and evaluate a foreign exchange</td>
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<th>Read Course Book Chapter 9: Regional Economic Integration</th>
<th>market within the realm of international business management.</th>
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<tr>
<td>6</td>
<td>Read Course Book Chapter 10: The Foreign Exchange Market</td>
<td>LO6: Working with the international monetary system, the student will detect and evaluate a foreign exchange market within the realm of international business management.</td>
</tr>
<tr>
<td></td>
<td>Read Course Book Chapter 11: The International Monetary Systems</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Read Course Book Chapter 12: The Global Capital Market</td>
<td>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.</td>
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<tr>
<td></td>
<td>Read Course Book Chapter 13: The Strategy of International Business</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Read Course Book Chapter 14: The Organization of International Business</td>
<td>LO8: Identifying the various organizational architectures, the student will be able to apply appropriate strategies to improve the performance of an international business.</td>
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</tbody>
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**Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member. Assigned faculty will support the students throughout this eight-week course.

**Policies**

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
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Disability Accommodations

Grading Scale
Please see the Student Handbook to reference the University’s grading scale.

Citation and Reference Style
Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

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. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment 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.

Netiquette
Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations**: While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note**: Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), 😊
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Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan**: The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books**: You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals**: The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com**: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations**: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.