

Course Number: BA 2430

Course Title: International Management

Course Description:

The course is an in-depth study of the cultural, economic, political, sociological, and technological differences that exist between various global regions and countries of the world which have an influence on the growth and success of the multinational company. The course covers the planning, the organizing, the staffing, and the managerial control process of the multinational corporation. 3 credit hours. (3 plus 0)

Prerequisites: BA 2010.

Credit hours: 3

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Understand globalization and its effect on market and production.
2. Understand the ways in which political, economic and legal systems differ across nations and their impact on globalization
3. Develop a sense of cross-cultural literacy and an appreciation of the impact of cross-cultural literacy on the competitive advantage of a business.
4. Understand the evolution and relevance of different trade theories.
5. Describe how political realities have shaped, and continue to shape, the international trading system.
6. Understand the importance of foreign direct investment (FDI) in the world economy and the changing patterns of FDI over time.
7. Understand the strategies and organizations of international business.

INDIANA TECH

College of Professional Studies

BA 2430 International Management Online Course Syllabus

Instructor Information

Please see Professor Profile at the Blackboard instructional site.

Course Schedule

Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

Online Course Policies

All of the online courses taken by students are required to follow the policies posted online at <http://online.indianatech.edu/tech-policies/policies/>. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

Textbook

E-text: Williams, L. (2019). International Business (Lumen Learning). Retrieved from <https://www.oercommons.org/courses/international-business-2/view>

Grading Events & Grading Criteria

Unless otherwise specified, all assignments must be submitted via Blackboard.

Assignments:

The following chart shows the relative weight placed on each variety of assignment for the course.

Course Preparation Quiz	2.0% (20 points)
Exams 2 @ 150 pts each	29.4% (300 points)
Proposals 5 @ 100 pts each	49.0% (500 points)
Discussion Boards 2@ 100 pts each	19.6% (200 points)
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Total	100% (1,020 points)

Week 1 Student Preparation for Class

- 1) Review: **Course Syllabus and Course Schedule**
- 2) Course Overview: **Tech Live: Engagement Session**

Week 2 Student Preparation for Class

- 1) Review: **It's a Small World** (*links to e-text readings located in Module*)

Weekly Goal

- 1) Review the overview
- 2) Reading "What is International Business?"
- 3) Video: "Globalization Explained"
- 4) Video: "Miniature Earth"
- 5) Reading "International Strategy"

Critical Areas to Review

After you complete the required assignments you will be able to:

- Understand what is meant by "Global Business"
- Describe the general international business environment
- Identify potential impacts of globalization on business operations

Assignment(s)

- 1) **Proposal 1:** Your assignment should follow the guidelines for **Proposals** (found in the Proposal tab). For additional criteria, please refer to the guidelines located under the Rubric tab.
- 2) **Discussion board 1:** (initial post plus 2 responses)

Week 3 Student Preparation for Class

- 1) Review: **Trade Theory, from Mercantilism to Free Trade** (*links to e-text readings located in Module*)

Weekly Goal

- 1) Review the overview
- 2) Reading: "Why Trade?"
- 3) Video: "Comparative Advantage and Trade"
- 4) Reading "Competitive Advantage"
- 5) Reading "Absolute Advantage"
- 6) Video that include "Porter's National Diamond Framework"

Critical Areas to Review

After you complete the required assignments you will be able to:

- Identify and explain the difference between Absolute and Comparative Advantage
- Explain the Heckscher-Olin Theory
- Summarize Porter's Theory of National Competitive Advantage

Assignment(s)

1) **Proposal 2:** Your assignment should follow the guidelines for **Proposals** (found in the Proposal tab). For additional criteria, please refer to the guidelines located under the Rubric tab.

2) **Discussion board 2:** (initial post plus 2 responses)

Week 4

Student Preparation for Class

1) Module 3 review: **Different Strokes Political and Economic Systems Around the Globe** (*links to e-text readings located in Module*)

Weekly Goal

- 1) Review the overview
- 2) Video: "Economic Systems"
- 3) Reading: "Free-Enterprise"
- 4) Reading "Capitalism in the US"
- 5) Reading "Socialism and Planned Economies"
- 6) Reading "Mixed Economies"

Critical Areas to Review

After you complete the required assignments you will be able to:

- Identify and explain the different political systems around the globe
- Identify and compare market, command and mixed economies
- Summarize the characteristics of political structures (including socialism, communism, democracy, totalitarianism)

Assignment(s)

1) **Proposal 3:** Your assignment should follow the guidelines for **Proposals** (found in the Proposal tab). For additional criteria, please refer to the guidelines located under the Rubric tab.

2) **Exam 1** (Content covered from Modules 1-3 only).

Week 5

Student Preparation for Class

1) Module 4 review: **"That's Not How We do it Back Home".... Cultural Systems Around the Globe** (*links to e-text readings located in Module*)

Weekly Goal

- 1) Review the overview
- 2) Reading “Dunkin’ Brands – Dunkin’ Donuts & Baskin Robbins – Making Local Global
- 3) Reading: “ International Economic Cooperation among Nations”
- 4) Reading: “ NAFTA”

Critical Areas to Review

After you complete the required assignments you will be able to:

- Define culture
- Identify the implications of culture on business operations
- Give examples of cultural differences among countries

Assignment(s)

1) **Proposal 4:** Your assignment should follow the guidelines for **Proposals** (found in the Proposal tab). For additional criteria, please refer to the guidelines located under the Rubric tab.

Week 6

Student Preparation for Class

1) Module 5 review: **Ignorance of the Law is No Excuse: Ethical and Legal Issues in Global Business** (*links to e-text readings located in Module*)

Weekly Goal

- 1) Review the overview
- 2) Reading: “Global Business Ethics”
- 3) Reading: “What is the International Monetary System”
- 4) Video: “What is the World Bank?”

Critical Areas to Review

After you complete the required assignments you will be able to:

- Define ethics in general and business ethics in particular
- Identify the most common ethical issues facing businesses in a global environment
- Explain different theoretical approaches to ethics (such as utilitarian, righteous moralism)

Assignment(s)

1) **Proposal 5:** Your assignment should follow the guidelines for **Proposals** (found in the Proposal tab). For additional criteria, please refer to the guidelines located under the Rubric tab.

2) **Exam 2** (Content covered from Modules 4-5 only)

Grading Scale

The following grading scale will be used to assign a grade at the end of the course:

Percentage Achieved	Grade	Percentage Achieved	Grade	Percentage Achieved	Grade
93% or above	A	80% or above	B-	70% or above	C-
90% or above	A-	77% or above	C+	60% or above	D
87% or above	B+	73% or above	C	Below 60%	F
83% or above	B				

Late Assignments

All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

Incompletes

If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:

- More than 50% of the course session has elapsed.
- The student has encountered an unexpected situation that is beyond his or her control.
- The student is
 - in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,
 - able to complete all of the remaining coursework within a session (5 weeks for a undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
 - able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades and deadlines are subject to approval by the designated University authority.

Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.

Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor and classmates, is by using the Send Email function within the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it.

Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor send to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably several times a week, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within 24 hours. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within 24 hours. If you don't receive a reply within 24 hours, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to OnlineSupport@IndianaTech.edu with a note "Please help. It's been 24 hours and I have not heard from my instructor" and the University support staff will act on your behalf to contact your course instructor.