Syllabus for IBF-5000

INTERNATIONAL BUSINESS POLICY AND OPERATIONS

COURSE DESCRIPTION

This course examines the development and implementation of business policies and operations in the global environment. Global business issues and challenges are studied from the perspective of how organizations in both host and home countries work to operate within the intricacies and sensitivities of world cultures. The course will also touch upon topics such as globalization and international business ethics, political and legal environments, foreign exchange markets, global supply chain management, global marketing, international financial management, and international human resources management. Real-world global challenge cases will be analyzed in the context of international business policy.

COURSE OBJECTIVES

After completing this course, you should be able to:

1. Propose principles for accommodating regional and national cultural differences when conducting international business.
2. Evaluate global ethical dilemmas and the consequences of corporate corruption.
3. Evaluate the political, legal, and economic challenges that face global businesses.
4. Assess governmental influence on international trade.
5. Critique several transnational cooperation agreements (such as the EU or NAFTA) and commodity agreements (such as OPEC).
6. Appraise the foreign exchange markets and the determinants of exchange rates.
7. Evaluate import/export decisions and strategies and compose a detailed export plan.
8. Analyze the implications of marketing globally.
9. Assess the factors affecting global supply chain strategies.
10. Propose effective international human resource management strategies.

COURSE MATERIALS

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. To purchase course materials, please visit the University's textbook supplier.

Copyright © 2016 by Thomas Edison State University. All rights reserved.

Required Textbook

- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. (2015). *International business: environments and operations* (15th ed.). Boston, MA: Prentice Hall. With MyManagementLab (International Business Plus MyManagementLab with Pearson eText: Access Card Package)
  ISBN-13: 9780133768749

COURSE STRUCTURE

International Business Policy and Operations is a three-credit online course, consisting of **seven** modules. Modules include an overview, topics, learning objectives, study materials, and activities. Module titles are listed below.

- **Module 1: The Cultural and Ethical Challenges of Globalization**
  Course objectives covered in this module: 1, 2

- **Module 2: International Political, Legal, and Economic Environments**
  Course objectives covered in this module: 3

- **Module 3: Governmental Influence and Trade Agreements**
  Course objectives covered in this module: 4, 5

- **Module 4: Foreign Exchange Markets**
  Course objectives covered in this module: 6

- **Module 5: Export/Import Strategies**
  Course objectives covered in this module: 7

- **Module 6: Global Marketing and Supply Chain Issues**
  Course objectives covered in this module: 8, 9

- **Module 7: International Human Resource Management**
  Course objectives covered in this module: 10

ASSESSMENT METHODS

For your formal work in the course, you are required to participate in online discussion forums, complete case studies and written assignments, participate in a synchronous event, and complete a final project. See below for details.

Consult the Course Calendar for due dates.

Copyright © 2016 by Thomas Edison State University. All rights reserved.

Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is available in this document.

Discussion Forums

In addition to an ungraded Introductions Forum, you are required to participate in **seven** (7) graded online class discussions.

Communication with your mentor and among fellow students is a critical component of online learning. Participation in online class discussions involves two distinct activities: an initial response to a discussion question and at least two subsequent comments on classmates' responses.

All of these responses must be substantial. Meaningful participation is relevant to the content, adds value, and advances the discussion. Comments such as "I agree" and "ditto" are not considered value-adding participation. Therefore, when you agree or disagree with a classmate or your mentor, state ***and support*** your position.

You will be evaluated on the quality and quantity of your participation, including your use of relevant course information to support your point of view, and your awareness of and responses to the postings of your classmates. Remember, these are discussions: responses and comments should be properly proofread and edited, mature, and respectful.

Case Studies

You are required to complete **nine** (9) case studies. You will answer questions concerning real-world international business policy situations.

Written Assignments

You are required to complete **seven** (7) written assignments. The written assignments consist of questions that require you to demonstrate mastery of course concepts and analytical thinking.

Synchronous Event

One synchronous event will be held during Week 2 of the semester and will discuss the topic specified in

Copyright © 2016 by Thomas Edison State University. All rights reserved.

the module details for Module 2. To access the event, click the Collaboration Space link in the Edison Live! section of the course site a few minutes before the designated time. Use the following link for directions and helpful videos about how to use the Edison Live! tool in Moodle. Your mentor will work with the class to propose a time that works best and accommodates the majority.

Final Project

You will be required to submit a final project, a paper of about 3000 words in length. You will choose a foreign country (except Mexico or Canada) and do sufficient research in order to write an export business plan. This paper will allow you to synthesize the material you learned over the duration of this course.

See the Final Project area of the course site for a full description of this assignment.

GRADING AND EVALUATION

Your grade in the course will be determined as follows:

- **Discussion forums (7)**—15 percent
- **Case studies (9)**—35 percent
- **Written assignments (7)**—20 percent
- **Synchronous Event (1)**—10 percent
- **Final project**—20 percent

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

A	= 93–100	B	= 83–87
A–	= 90–92	C	= 73–82
B+	= 88–89	F	= Below 73

To receive credit for the course, you must earn a letter grade of C or higher on the weighted average of all assigned course work (e.g., assignments, discussion postings, projects, etc.). Graduate students must maintain a B average overall to remain in good academic standing.

STRATEGIES FOR SUCCESS

First Steps to Success

To succeed in this course, take the following first steps:

Copyright © 2016 by Thomas Edison State University. All rights reserved.

- Read carefully the entire Syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.

- Take time to read the entire Online Student Handbook. The Handbook answers many questions about how to proceed through the course, and how to get the most from your educational experience at Thomas Edison State University.

- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.

- If you are not familiar with Web-based learning be sure to review the processes for posting responses online and submitting assignments before class begins.

Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and scheduling and taking examinations.

- Check Announcements regularly for new course information.

ACADEMIC POLICIES

To ensure success in all your academic endeavors and coursework at Thomas Edison State University, familiarize yourself with all administrative and academic policies including those related to academic integrity, course late submissions, course extensions, and grading policies.

For more, see:

- University-wide policies
- Undergraduate course policies and regulations
- Graduate academic policies
- Nursing student policies
- Academic code of conduct

Copyright © 2016 by Thomas Edison State University. All rights reserved.