

**Argosy University**  
**COURSE SYLLABUS**

*B6601*

*International Business Practice*

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**Faculty Information**

**Faculty Name:**

**Campus:**

**Contact Information:**

**Office Hours:**

**Short Faculty Bio:**

**Course description:**

This graduate course examines the nature and complexities of international business; the factors that determine the international environment [economic, accounting, ethical, physical, socio cultural, political, legal, labor, competitive, and distributive]; most important international organizations; and the methods that can be used by business to effectively and ethically deal with these forces. The course provides an in-depth review and analysis of the latest theories and research on leadership and collaboration research and literature as it related to international business practices will be examined. Communication projects will focus on critical thinking, problem solving, and decision making based on relevant research, information literacy, applied technology, integration, ethical and diversity concerns.

**Course Pre-requisites:** None

**Required Textbook:**

**IMPORTANT: You are not required to purchase the textbook for this course. Your textbook will be available to you as an electronic book with your fully online or blended course on the eCollege platform.**

Wild, J. & Wild, K. (2009). *International business: The challenges of globalization* (5<sup>th</sup> ed.). Prentice Hall.

**Course Length:** 7.5 Weeks

**Contact Hours:** 45 Hours

**Credit Value:** 3.0

### **Program Outcomes:**

1. Communication
  - 1.1. Oral/Written – Present business information orally and in writing using appropriate technology that is concise, clear, organized, supported, and persuasive in a professional manner appropriate to the business context
2. Critical Thinking/Problem Solving
  - 2.1. Critical Thinking – Incorporate and synthesize information, theory, and practice in order to implement appropriate business actions
  - 2.2. Problem Solving/Decision Making – Given a business situation, diagnose the underlying causes of the situation, evaluate possible solutions, and determine and defend appropriate course of action
  - 2.3. Information Literacy – Access information from a variety of sources, evaluate the credibility of the sources, and apply that information to solve business problems
3. Team
  - 3.1. Leadership – Describe the requirements of team members and leaders to work effectively and creatively in achieving team goals
  - 3.2. Collaboration – Collect, categorize, and consider the views of all stakeholders
4. Ethics
  - 4.1. Ethics – Identify the ethical principles related to personal and corporate behavior in specific business situations and explains the potential consequences
5. Diversity
  - 5.1. Diversity – Identify the impact of both cultural and economic factors on the modern enterprise and explain the potential consequences
6. Analysis/Application
  - 6.1. Applied Technology – Select and defend business technology solutions to typical business problems
  - 6.2. Integration – Describe the interrelationship of the functional business areas of statistics, accounting, finance, marketing, operations, and strategy within the context of specific organizational goals
7. **International Business**  
Global Economic & Regulatory Environment
  - 7.1. Given an international case, analyze the impact of international business practices and trade laws on the functional areas of the organization

### **Course Objectives:**

1. Assess the different factors that are critical to international versus domestic business. (**Program Outcomes, 1.1, 2.2, and 7.1**)
2. Compile, evaluate and apply international business management principles to a case study provided and discern what is different from current organizational practices commonly held in the United States. (**Program Outcomes: 6.2, 7.1, 4.1, 3.2, 1.1, 2.2, and 3.1**)
3. Analyze ethical practices and principles and evaluate their impact on organizational performance across and within cultures and regions.

(Program Outcomes: 2.1, 2.2, 2.3, 7.1, 6.2, 5.1, and 4.1)

**Assignment Table**

<b>Module</b>	<b>Module Topics</b>	<b>Readings</b>	<b>Assignments</b>
1	Exploring the Context of International Business	Read Chapter 1,	
2	Domestic versus International Business – Components of Effective Business Practices <ul style="list-style-type: none"> <li>a. Ethics</li> <li>b. Marketing</li> <li>c. Management</li> <li>d. Trade Laws</li> <li>e. Human Resources</li> <li>f. Organizational Leadership</li> <li>g. Multicultural and Multinational Development</li> </ul>	Read Chapters 5-7, Read Chapter 16 on Hiring and Managing Employees.	
3	Exploring International Business Practice -- The Organizational Parameters. <ul style="list-style-type: none"> <li>a. Structure</li> <li>b. Policy Development</li> <li>c. Organizational Governance</li> <li>d. Organizational Strategy</li> <li>e. Assessing the differences between Domestic and International Business</li> </ul>	Read Chapters 11-13.	
4	Exploring International Business Practice – The Human Factor Parameters. <ul style="list-style-type: none"> <li>a. Human Resource Management and Leadership.</li> <li>b. Organizational Development and Change</li> <li>c. Psychological versus</li> </ul>	Read Chapters 14-15.	

	<p>Business Perspectives Assessing the difference between Domestic and International Business.</p>		
5	<p>Exploring International Business Practice – The Economic Parameters.  a. Domestic Economic Strategy  b. International Economic Strategy  Crafting Effective Strategies</p>	Read Chapters 7-10	
6	<p>Becoming Multicultural --  a. Gender Factors  b. Cultural Factors  c. Sexual Orientation Factors  d. Political Factors  Governmental/Boundary Factors</p>	Read Chapters 2 and 3.	
7	<p>Building a Multinational Framework – Establishing Parameters for Effective Leadership and Management.  a. Leadership versus Management  b. Transformation versus Transaction  Strategy versus Tactics</p>	Read Chapter 4.	
8	Course Summary		

## Grading Criteria

*Grading Scale*  
*Grading requirements*

<b>A</b>	100 – 93
<b>A-</b>	92 – 90
<b>B+</b>	89 – 88
<b>B</b>	87 – 83
<b>B-</b>	82 – 80
<b>C+</b>	79 – 78
<b>C</b>	77 – 73
<b>C-</b>	72 – 70
<b>F</b>	69 and below

<i>Weekly Assignments</i>	<i>25%</i>
<i>International Business Analysis Paper</i>	<i>25%</i>
<i>Case Study-Collaborative Paper</i>	<i>25%</i>
<i>Ethical Principles Paper and PowerPoint</i>	<i>25%</i>
<i>Total</i>	<i>100%</i>

## Class Case Study:

Recently, GEMPLUS, a Smart Card Corporation in France, determined that it wanted to open offices in the United States, Singapore, China and Canada to increase its access to financial institutions (those organizations that have the greatest access to larger customer bases) and to expand the market base territory for Smart Card use in those countries. GEMPLUS began as a family corporation almost twenty-five years ago. During the previous twenty five years, the company has grown 950% with 2700 employees.

Most recently, GEMPLUS has recognized that problems might emerge in their overall strategy. The review of the strategy by the executive leadership team has discovered the following concerns:

1. The culture of France is more tolerant of women in leadership positions in business it appears, than the governments of China and Gambia.
2. The culture of France seems more tolerant of sexual orientation in leadership and management positions than the governments and cultures of Singapore, China, Gambia and the United States. Canada, as a government and nation, however surpasses France in understanding and appreciating the rights and values of LGBT individuals.
3. Ethically, countries in Africa and China seem to have informal, yet stable processes for providing remuneration to government officials to garner support for multinational ventures.
4. Potential partners for Smart Card technology – Bank of America and MicroSoft – seem to have differing organizational cultural norms than France; especially in

the Equal Pay concerns for women and men.

The organizational leadership of GEMPLUS has contacted your collaborative team ( the partners within the course) to provide them with a memorandum than can address the four concerns above. They have requested that each of the issues be addressed thoroughly to ensure that they have enough information to make an informed decision consistent with their culture. Develop your presentation of the case for the class as a MEMORANDUM TO THE EXECUTIVE TEAM.

To be effective....each team must research GEMPLUS, MicroSoft, Bank of America and the cultural, economic and political norms of the countries of the case. Good luck.

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## **Weekly Discussion Questions:**

### **Week One:**

*From a definition perspective, Globalization is the trend toward greater economic, cultural, political and technological interdependence among national institutions and economies ( Wild et. Al, 2008). As such, it is characterized by denationalization and internationalization to ensure the increased flow of goods, services, money, people, and ideas across national borders. Please develop a response that addresses your understanding of the strengths and deficits of American businesses preparation toward globalization. Ensure in your posting that you address a context regarding what happens in America. Your response should be at least 500 words. Please respond to at least two of your fellow learners' postings.*

### **Week Two:**

*This week's assignments focus on the components of International Business. From your own work history, the readings and your own research, what do you sense is essential to business in the international arena versus all that is espoused about business. Support your response with research from sources other than the text. Your response should be approximately 500 words. Please respond to at least two of your fellow learners' postings.*

### **Week Three:**

*Select a country of your choice (including America) and describe how organizational structure, policy and governance can guide the overall*

*organizational strategy. Compare your choice with another country and estimate and predict why one approach might be more effective than another. Your response should be approximately 500 words. Please respond to at least two of your fellow learners' postings.*

**Week Four:**

*There are two primary methods for classifying cultures – the Kluckhohn-Strodbeck Framework and the Hofstede Framework. Considering these two methods, select a country of your choice and detail that country's culture using both frameworks. Your response should be approximately 500 words. Please respond to at least two of your fellow learners' postings.*

**Week Five:**

*Economic structures are always difficult to embrace within organizations. For this discussion, take two countries and describe and appraise the country's economic structure. Detail, if possible, the central economy, mixed economy and market economy and describe the obstacles to transition that might emerge. If there are ethical, gender, human factors that impact the economies, please note them. Your response should be approximately 500 words. Please respond to at least two of your fellow learners' postings.*

**Week Six:**

*A key term that is used by many is multiculturalism. What is often not understood is an appropriate definition of the term. Given your work history and your research describe and appraise multiculturalism within your own organization. Indicate what strategies, processes, procedures, actions are working or not working about multiculturalism and what might be done within the organization to make it more effective and valuable. Your response should be approximately 500 words. Please respond to at least two of your fellow learners' postings.*

**Week Seven:**

*Leadership and Management are often at odds with one another in the performance parameters and outcomes in organizations. Based on this course, thus far, select a country of your choice, and describe leadership and management practices of an organization within that country. Indicate and appraise what you perceive to be effective or non-effective about the leadership or management practices. Your response should be approximately 500 words. Please respond to at least two of your fellow learners' postings.*

## **Week Eight:**

*For this last discussion question of the course, please describe your experiences of the course and the learning that has been obtained. Please respond to at least two of your fellow learners' postings.*

## **Library**

*All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.*

All resources in Argosy University's online collection are available through the Internet. Students can access the online collection by logging into the student portal and clicking on the library link. Library Resources: Argosy University's core online collection features over 48, 889 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosy.edu>.

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarian.

## **Academic Policies**

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be submitted using the current edition of the *Publication Manual of the American Psychological Association*. Students are encouraged to purchase this manual and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources. You may be asked to submit your course assignments through "Turnitin," ([www.turnitin.com](http://www.turnitin.com)), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison

report to your instructor. This comparison detects papers that share common information and duplicative language.

### **Americans with Disabilities Act Policy**

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student's responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

### **The Argosy University Statement Regarding Diversity**

Argosy University prepares students to serve populations with diverse social, ethnic, economic, and educational experiences. Both the academic and training curricula are designed to provide an environment in which students can develop the skills and attitudes essential to working with people from a wide range of backgrounds.