OTAWA ONLINE
OAD-41064 International Business

Course Description
Examines international business, its processes and institutions, especially the multinational corporation, from several perspectives: historical, business, political, social, cultural, economic, and environmental. Attention given to impact and effect of multinational corporations upon traditional societies and nationalistic governments. Considers the future of rapidly changing economies and financial markets in the world.

This is a fully online, eight-week course. We will not meet face-to-face at any time.

Course Prerequisites
None

Course Objectives
Upon successful completion of this course, students will be able to:
1. Analyze how globalization and international business affect each other.
2. Apply international trade theory to international business decisions.
3. Analyze the cultural, legal, and political environments facing business.
4. Identify factors affecting national trade patterns.
5. Discuss the major characteristics of the foreign exchange market.
7. Compare and contrast the different dimensions of a global manufacturing strategy.
8. Describe the role of the multinational finance function in the MNEs organizational structure.
9. Discuss the importance of human resource management in the international business.

Required Text
ISBN: 978-0-13-266866-8

Course Assignment Descriptions and Schedule At-A-Glance
You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. The primary means of evaluating your work will be through practical application of the material. In the event that you have difficulty completing any of the assignments for this course, please contact your instructor immediately. Please refer to the Weekly Materials section of the cyberclassroom for
complete details regarding the activities and assignments for this course. The following is merely a summary.

**Discussion contributions (160 points)**
(three postings per prompt @ 20 points per week)

**Initial Substantive Posts:** Submit an initial response to each of the prompts provided each week by your instructor. Your initial post should be substantive (approximately ½ of a page in length) and must be posted by midnight, Central Time by Wednesday of each week. In your substantive post you are encouraged to use references (you may use your textbook); show evidence of critical thinking as it applies to the concepts or prompt and/or use examples of the application of the concepts to work and life. Proper punctuation, grammar and correct spelling are expected. Please use the spell-check function.

**Required Replies:** You must reply to at least two different peers per prompt. Your replies should build on the concept discussed, offer a question to consider, or add a differing perspective, etc. Rather than responding with, "Good post," explain why the post is "good" (why it is important, useful, insightful, etc.). Or, if you disagree, respectfully share your alternative perspective. Just saying "I agree" or "Good idea" is not sufficient for the posts you would like graded.

**Posting Guidelines:** Overall, postings must be submitted on at least two separate days of the week. It is strongly recommended you visit the discussion forum throughout the week to read and respond to your peers’ postings. You are encouraged to post more than the required number of replies.

(Please review the Policies section of Blackboard for further details.)

**Weekly Cases (8 @ 50 points each = 400 points)**
Answer questions about the Case at the end of one of the chapters assigned for the week. Be sure to adequately summarize the case and respond to all parts of the given questions.

**Weekly Quizzes (8 @ 20 points each = 160 points)**
You will complete weekly quizzes relating to material from your readings. Each quiz contains 5 multiple choice questions. You will only have one attempt to complete each quiz, and once you begin the quiz, you must complete it at that time. Quizzes will be available on Monday of each week.

<table>
<thead>
<tr>
<th>Week 1</th>
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<tbody>
<tr>
<td><strong>Readings</strong></td>
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<tr>
<td>• All Online Content Associated with Week 1</td>
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<tr>
<td>• Chapter 1: Globalization and International Business</td>
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<tr>
<td>• Chapter 2: The Cultural Environments Facing Business</td>
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<tr>
<td><strong>Discussion</strong></td>
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<tr>
<td>• Initial post to each prompt due by midnight, CT on Wednesday</td>
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<tr>
<td>• At least two replies to peers for each prompt due by midnight, CT on Sunday</td>
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<tr>
<td><strong>Assignment(s)</strong></td>
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<tr>
<td>Read the case Charles Martin in Uganda at the end of Chapter 2 and in this week’s PowerPoint presentations. Write a short paper discussing the case and fully answering the questions listed below.</td>
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</table>
Describe Ugandan cultural attributes that might affect the operations of a foreign company doing business there.
How would you describe the respective attitudes of Martin and Green: ethnocentric, polycentric, or geocentric? What factors do you suspect of having influenced their respective attitudes?
Due: Midnight, CT on Sunday
Points Possible: 50

**Week 1 Quiz:**
This quiz contains 5 multiple choice questions based on the information from the chapters explored this week. The quiz will appear in the Assignments section of the Blackboard classroom and will be open until midnight, CT on Sunday. You will only have one attempt to complete the quiz, and you must complete the quiz once you begin.
DUE: Sunday at Midnight, CT
POINTS POSSIBLE: 20

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**Week 2**

<table>
<thead>
<tr>
<th>Readings</th>
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<tbody>
<tr>
<td>• Chapter 3: The Political and Legal Environments Facing Business</td>
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<tr>
<td>• Chapter 4: The Economic Environment</td>
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<tr>
<td>• All online content associated with Week 2</td>
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<table>
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<table>
<thead>
<tr>
<th>Assignment(s)</th>
<th>Week 2 Case:</th>
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<tbody>
<tr>
<td>Read the case &quot;Causes and Consequences of the Global Credit Crisis&quot; found at the end of Chapter 4 and in this week's PowerPoint presentations. Write a short paper discussing the case and fully answering the questions listed below.</td>
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<tr>
<td>How does each scenario influence the policies that governments adopt, the strategies that companies pursue, and the choices that consumers make?</td>
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<td>The case points out that the crisis produced winners and losers? Who are the winners and losers for Scenario 1? What of Scenario 2? What of Scenario 3?</td>
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<tr>
<td>Due: Sunday at Midnight, CT</td>
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<td>Points Possible: 50</td>
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**Week 2 Quiz:**
This quiz contains 5 multiple choice questions based on the information from the chapters explored this week. The quiz will appear in the Assignments section of the Blackboard classroom and will be open until midnight, CT on Sunday. You will only have one attempt to complete the quiz, and you must complete the quiz once you begin.
DUE: Sunday at Midnight, CT
POINTS POSSIBLE: 20
# Week 3

| Readings          | • Chapter 6: International Trade and Factor Mobility Theory  
|                   | • Chapter 7: Governmental Influence on Trade  
|                   | • All online content associated with Week 3 |
| Discussion        | • Initial post to each prompt due by midnight, CT on Wednesday  
|                   | • At least two replies to peers for each prompt due by midnight, CT on Sunday |
| Assignment(s)     | **Week 3 Case:**  
|                   | Read the case at the end of Chapter 6 and in this week's PowerPoint presentations, Ecuador: A Rosy Export Future? Write a short paper discussing the case and fully answering the questions listed below. Explain each of the trade theories that help to explain Ecuador's competitive position in exporting roses. What trade theories do not help explain Ecuador's competitive position in exporting roses? Why do these theories fail to explain? There are a number of ways that Ecuadoran growers might increase demand for their cut roses. Among these are (a) try to get more consumers to move up-market by buying premium roses, (b) to promote more rose demand for a different special day, and (c) to promote sales in relatively untapped markets, such as the Middle East. Compare these and any other alternatives that you can think of.  
|                   | Due: Sunday at Midnight, CT  
|                   | Points Possible: 50  
| **Week 3 Quiz:**  | This quiz contains 5 multiple choice questions based on the information from the chapters explored this week. The quiz will appear in the Assignments section of the Blackboard classroom and will be open until midnight, CT on Sunday. You will only have one attempt to complete the quiz, and you must complete the quiz once you begin.  
|                   | **DUE: Sunday at Midnight, CT**  
|                   | **POINTS POSSIBLE: 20** |

# Week 4

| Readings          | • Chapter 9: Global Foreign Exchange Markets  
|                   | • Chapter 10: The Determination of Exchange Rates  
|                   | • All online content associated with Week 4 |
| Discussion        | • Initial post to each prompt due by midnight, CT on Wednesday  
|                   | • At least two replies to peers for each prompt due by midnight, CT on Sunday |
| Assignment(s)     | **Week 4 Case:**  
|                   | Read the case "Do Yuan to Buy Some Renminbi?" at the end of Chapter 9 and in this week's PowerPoint presentations. Write a short paper discussing the case and fully answering the questions listed below. What needs to take place for the yuan to be listed right along with the U.S. dollar and the euro as global currencies? What roles do foreign banks like HSBC and electronic platforms like |
Thomson Reuters and ICAP play in helping the yuan move closer to becoming a global currency?
If you were to predict what the foreign exchange trading world will look like in 2014 when the Bank for International Settlements issues its next triennial survey in foreign exchange, what would you predict?
Due: Sunday at Midnight, CT
Points Possible: 50

**Week 4 Quiz:**
This quiz contains 5 multiple choice questions based on the information from the chapters explored this week. The quiz will appear in the Assignments section of the Blackboard classroom and will be open until midnight, CT on Sunday. You will only have one attempt to complete the quiz, and you must complete the quiz once you begin.
DUE: Sunday at Midnight, CT
POINTS POSSIBLE: 20

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**Week 5**

**Readings**
- Chapter 11: The Strategy of International Business
- Chapter 13: Export and Import Strategies
- All online content associated with Week 5

**Discussion**
- Initial post to each prompt due by midnight, CT on Wednesday
- At least two replies to peers for each prompt due by midnight, CT on Sunday

**Assignment(s)**

**Week 5 Case:**
Read "Value Chains: Where, When and Why" at the end of Chapter 11 and in this week's PowerPoint presentations. Write a short paper discussing the case and fully answering the questions listed below.
What sorts of conditions and motivations best explain how companies see themselves developing strategies that create sustainable value?
Dynamism creates opportunity as well as constraints. Identify the most promising opportunities facing companies from advanced markets. Then do the same for firms from developing markets. How are they similar? How are they different?
What sorts of management skills and executive perspectives do you believe would make you an attractive candidate for a Western company expanding into emerging economies? Would they differ, and if so how, for a company expanding from its home base in an emerging economy into a Western economy?
Due: Sunday at Midnight, CT
Points Possible: 50

**Week 5 Quiz:**
This quiz contains 5 multiple choice questions based on the information from the chapters explored this week. The quiz will appear in the Assignments section of the Blackboard classroom and will be open until midnight, CT on Sunday. You will only have one attempt to complete the quiz, and you must complete the quiz once you begin.
DUE: Sunday at Midnight, CT
**Week 6**

| Readings                  | • Chapter 14: Direct Investment and Collaborative Strategies  
|                          | • Chapter 15: The Organization of International Business  
|                          | • All online content associated with Week 6  
| Discussion               | • Initial post to each prompt due by midnight, CT on Wednesday  
|                          | • At least two replies to peers for each prompt due by midnight, CT on Sunday  
| Assignment(s)            | **Week 6 Case:** Read the case Infosys: The Search for the Best and the Brightest at the end of Chapter 15 and in this week's PowerPoint presentations. Write a short paper discussing the case and fully answering the questions listed below. Dynamism creates opportunity as well as constraints. Identify the most promising opportunities facing companies from advanced markets. Then do the same for firms from developing markets. How are they similar? How are they different? Looking out over the next decade, estimate the likely standards of value creation. How would you advise a company like IBM or Cisco to configure and coordinate its value chain to prosper in this environment? Would you give the same advice to a company like Tata or AirTel? What sorts of management skills and executive perspectives do you believe would make you an attractive candidate for a Western company expanding into emerging economies? Would they differ, and if so how, for a company expanding from its home base in an emerging economy into a Western economy? Due: Sunday at Midnight, CT Points Possible: 50  
|                          | **Week 6 Quiz:** This quiz contains 5 multiple choice questions based on the information from the chapters explored this week. The quiz will appear in the Assignments section of the Blackboard classroom and will be open until midnight, CT on Sunday. You will only have one attempt to complete the quiz, and you must complete the quiz once you begin. DUE: Sunday at Midnight, CT POINTS POSSIBLE: 20  

**Week 7**

| Readings                  | • Chapter 16: Marketing Globally  
|                          | • Chapter 17: Global Manufacturing and Supply Chain Management  
|                          | • Chapter 18: International Accounting Issues  
|                          | • All online content associated with Week 7  
| Discussion               | • Initial post to each prompt due by midnight, CT on Wednesday  
|                          | • At least two replies to peers for each prompt due by midnight, CT on Sunday  

6 of 9
<table>
<thead>
<tr>
<th>Assignment(s)</th>
<th>Week 7 Case:</th>
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<tbody>
<tr>
<td></td>
<td>Read the case &quot;Nokero: Lighting the World&quot; at the end of Chapter 17 and in this week's PowerPoint presentations. Write a short paper discussing the case and fully answering the questions listed below. What market segments should the company focus on for profitable growth? How should Nokero manage its supply chain to support the company's growth? What type of manufacturing strategy should Nokero pursue? Due: Sunday at Midnight, CT Points Possible: 50</td>
</tr>
</tbody>
</table>

| Week 7 Quiz: | This quiz contains 5 multiple choice questions based on the information from the chapters explored this week. The quiz will appear in the Assignments section of the Blackboard classroom and will be open until midnight, CT on Sunday. You will only have one attempt to complete the quiz, and you must complete the quiz once you begin. DUE: Sunday at Midnight, CT POINTS POSSIBLE: 20 |

<table>
<thead>
<tr>
<th>Week 8</th>
<th>Readings</th>
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</table>
|        | • Chapter 19: The Multinational Finance Function  
|        | • Chapter 20: Human Resource Management  
|        | • All online content associated with Week 8 |

| Discussion | • Initial post to each prompt due by midnight, CT on Wednesday  
|            | • At least two replies to peers for each prompt due by midnight, CT on **Saturday** |

<table>
<thead>
<tr>
<th>Assignment(s)</th>
<th>Week 8 Case:</th>
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<tbody>
<tr>
<td></td>
<td>Read the Tel-Comm-Tek case at the end of Chapter 20 and in this week's PowerPoint presentations. Write a short paper discussing the case and fully answering the questions listed below. Which candidate should the committee nominate for the assignment? Why? What challenges might each candidate encounter in the position? How might TCT go about minimizing the challenges facing each candidate? Due: <strong>Saturday</strong> at Midnight, CT Points Possible: #</td>
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| Week 8 Quiz: | This quiz contains 5 multiple choice questions based on the information from the chapters explored this week. The quiz will appear in the Assignments section of the Blackboard classroom and will be open until midnight, CT on Saturday. You will only have one attempt to complete the quiz, and you must complete the quiz once you begin. DUE: **Saturday** at Midnight, CT POINTS POSSIBLE: 20 |

* All online weeks run from Monday to Sunday, except the last week, which ends on Saturday.
** All assignments are due at midnight Central Time. (All submissions to the Blackboard system are date/time stamped in Central Time).

Assignments At-A-Glance

<table>
<thead>
<tr>
<th>Assignment/Activity</th>
<th>Qty.</th>
<th>Points</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weeks 1-8: Discussion*</td>
<td>-</td>
<td>20 per week</td>
<td>160</td>
</tr>
<tr>
<td>Weekly Cases</td>
<td>8</td>
<td>50</td>
<td>400</td>
</tr>
<tr>
<td>Weekly Quizzes</td>
<td>8</td>
<td>20</td>
<td>160</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td></td>
<td></td>
<td><strong>720</strong></td>
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</tbody>
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*Please refer to the Policies menu for more information about requirements for Discussions.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 to 100%</td>
<td>648-720</td>
</tr>
<tr>
<td>B</td>
<td>80 to 89%</td>
<td>576-647</td>
</tr>
<tr>
<td>C</td>
<td>70 to 79%</td>
<td>504-575</td>
</tr>
<tr>
<td>D</td>
<td>60 to 69%</td>
<td>432-503</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
<td>&lt; 431</td>
</tr>
</tbody>
</table>

To access your scores, click on Grades in the Student Tools area in Blackboard.

**Important Policies**

All course-specific policies for this course are spelled out here in this syllabus. However, additional university policies are located in the Policies section of Blackboard. You are responsible for reading and understanding all of these policies. All of them are important. Failure to understand or abide by them could have negative consequences for your experience in this course.

**Editorial Format for Written Papers**

All written assignments are to follow the APA writing style guidelines for grammar, spelling, and punctuation. This online course includes information regarding the APA style under “Writing and Research Resources” in the Resource Room on the course menu in Blackboard.

**Ottawa Online Late Policy**

With instructor approval, assignments may be accepted for up to one week after the due date, but a minimum automatic deduction of 10% of the points will be assessed. The instructor also has the option of increasing this deduction percentage up to a maximum of 20%. Extenuating circumstances may be determined on rare occasions and an extension allowed without a deduction, but only at the sole discretion of the instructor.

Discussion board postings will not be accepted for credit when posted after the close of the discussion week. There are no exceptions to this rule; however, solely at the discretion of the instructor, the student may be allowed to submit an alternative assignment to make up for the points under extenuating circumstances. If granted, this should be an exception to the rule.

No assignments will be accepted after the last day of the course (end of term) unless
arrangements have been made and “approved” by the instructor at least one week in advance.

**Saving Work**

It is recommended that you save all of your work from this course on your own computer or flash drive. The capstone course you take at the end of your program may require you to have access to this work for culminating assignments and/or reflections.

**Academic Integrity**

Plagiarism and cheating will not be tolerated at any level on any assignment. The reality of cyberspace has made academic dishonesty even more tempting for some, but be advised that technology can and will be used to help uncover those engaging in deception. If you ever have a question about the legitimacy of a source or a procedure you are considering using, ask your instructor. As the University Academic Council approved on May 29, 2003, “The penalty for plagiarism or any other form of academic dishonesty will be failure in the course in which the academic dishonesty occurred. Students who commit academic dishonesty can be dismissed from the university by the provost/director.”

Please refer to **Academic Honesty** in the **Policies** section of the online course menu for important information about Ottawa University’s policies regarding plagiarism and cheating, including examples and explanations of these issues.

**Student Handbook**

Please refer to your student handbook for all university regulations. The **Resource Room** on the course menu in Blackboard contains information about where to find the student handbook online for your campus.

Please see **Policies** in Blackboard for additional university policies.

**Blackboard Technical Support**

The Resource Room in Blackboard contains links to student tutorials for learning to use Blackboard as well as information about whom to contact for technical support. Ottawa University offers technical support from 8 a.m. to midnight Central Time for all students, staff, and faculty at no cost. See [www.ottawa.edu/ouhelp](http://www.ottawa.edu/ouhelp) for contact information.

**Ottawa University’s Mission**

*The mission of Ottawa University is to provide the highest quality liberal arts and professional education in a caring, Christ-centered community of grace which integrates faith, learning and life. The University serves students of traditional age, adult learners and organizations through undergraduate and graduate programs.*