



**ACADEMIC EXCELLENCE REDEFINED**  
**American University of Ras Al Khaimah**

**Syllabus for BBSN 306**

**I. Course:** BBSN 306 – International Business (3:3:0)

Course Credit Hours: 3

Prerequisites: ECON 104

**II. Course Description:** This course offers a multi-disciplinary approach to global economic issues from the viewpoint of managing international business. It introduces salient aspects of managing in a globalised environment, including consideration of theoretical concepts. It provides a practical treatment of political-economic aspects of

international trade. The course discusses foreign direct investment, global monetary systems, and strategy formulation for international business.

### III. Course Materials and Basic Resources:

#### Primary Textbook

*International Business: Environments and Operations, 14<sup>th</sup> Edition, 2013,*

by Daniels, J.J., Radebaugh, L.H. and Sullivan, D.P.,

Pearson (ISBN-10: 0-273-76695-3 • ISBN-13: 978-0-273-76695-7)

#### Secondary Textbook

*Framework of International Business, A, 1<sup>st</sup> Edition, 2013,*

by S. Tamer Cavusgil, Gary Knight, and John Riesenberger,

Pearson (ISBN-10: 0132122820 • ISBN-13: 9780132122825)

### IV. Course Goals and Student Learning Outcomes

To provide business majors or pre-business students an understanding of the environments and functions of business in a global setting.

#### Student Learning Outcomes:

At the end of the course students should be able to:

	Student Learning Outcomes
<b>SLO 1</b>	Compare and contrast fundamental aspects of the global economy, including economic and political aspects of international trade and investment, the global monetary system/exchange rates, foreign market entry strategies, and global and regional trade organizations.
<b>SLO 2</b>	Discuss the environments and functions of business in a global setting
<b>SLO 3</b>	Discuss ethical decision-making in the context of international business

	operations and the role of culture in international business.
<b>SLO 4</b>	Identify and describe the concepts of, and the reasons for, the globalization of the economy, production and markets
<b>SLO 5</b>	Articulate cogent explanations for why trade and foreign direct investment take place

## V. Course Schedule

### Tentative Schedule

Week	Chapter No.	Topics/In-Class Activities	Assignment Due Dates	SLO
1	1	Introduction – Globalization concepts and practice		1
2	1	Globalization issues (Contd.)		1,2
3	2	National Differences in Political Economy		1,2
4	3	Differences in Culture		1,2
5	4	Ethics in International Business	Assignment 1 – Case study on cultural issues and business ethics	1,2,3
6	5	International Trade Theory	<b>Exam 1</b>	2,3,4
7	7	Foreign Direct Investment		2,3,4,5
	6	The Political Economy of International Trade		2,3,4
8	8	Regional Economic Integration	Assignment 2 – Case study on regional	2,3,4

			economic bodies regulating global trade	
	9	The Foreign Exchange Market		1,2,3,4,5
9	9	The Foreign Exchange Market contd.		1,2,3,4,5
10	10	The International Monetary System		1,2,3,4,5
	11	The Global Capital Market	<b>Exam 2</b>	1,2,3,4
11	14	Entry Strategy & Strategic Alliances		1,2,3,4,5
12	15	Exporting, Importing & Countertrade		1,2,3,4,5
	16	Global Production		1,2,3,4,5
13	17	Global Marketing and R&D	Assignment 3 – Case study on how companies develop strategies for international business	1,2,3,4,5
14	18	Global Human Resource Management		1,2,3,4
	20	Financial Management in the International Business		1,2,3,4,5
15		Review Session		
16			<b>FINAL EXAM</b>	

## VI. Evaluation of Learning

The grade breakdown is as follows:

Methods	Dates	Weights
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Exam 1	Week 5	20%
Exam 2	Week 10	20%
Assignments	Weeks 5, 8 & 13	30%
Final Exam	Week 16	30%

### Mapping of Learning outcomes and assessments

Assessment Tool	Grade Weightage	Mapping with Course Learning Outcomes				
		1	2	3	4	5
Assignment #1	10%	x	x			
Assignment #2	10%		x	x		
Assignment # 3	10%			x	x	x
Exam 1	20%	x	x	x	x	
Exam 2	20%	x	x	x	x	
Final Exam	30%	x	x	x	x	x

### VII. Grading System and Scale

University course work is measured in terms of quantity and quality. A credit normally represents one hour per week of lecture or recitation or not fewer than two hours per week of independent or laboratory work throughout a semester. The number of credits is a measure of quantity. The grade is a measure of quality. The university system for undergraduate grading is as follows:

Grade	Percentage Scores	Grade Points
A	90-100	4.0
A-	87-89	3.75
B+	84-86	3.3
B	80-83	3.0
B-	77-79	2.7
C+	74-76	2.3
C	70-73	2.0

C-	67-69	1.7
D+	64-66	1.3
D	60-63	1.0
F	0-59	0

### **VIII. Methodologies for Teaching and Learning:**

Student's performance will be assessed based on Assignments, Quizzes, first, second and Final Examinations as mentioned in the course calendar. Class participation and doing class assignments is a compulsory part of this course and these will also be used to assess student's performance throughout the course period.

### **IX. Relevant Policies**

**Relevant policies [Except for the policy on academic misconduct, the inclusion of the following is only suggested and is at the discretion of the instructor].**

#### **A. Academic Misconduct. A. Academic Misconduct:**

##### **The Honor Code and Honor System**

The Honor Code is an integral part of university life. Students are responsible, therefore, for understanding the code's provisions. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee.

AURAK expects its students to uphold high standards of academic integrity and conduct. In particular, students are required to:

- Attend classes regularly and punctually.
- Be actively involved in class discussions and other course related classroom activities.
- Complete assignments on time.
- Meet the requirements for course and program completion.
- Abide by high standards of academic integrity, ethics, and honesty.
- Refrain from cheating on homework and examinations, plagiarizing other people's work by submitting it as their own, or any other forms of academic dishonesty.
- Adhere to the published test or examination rules and regulations.
- Make every effort to maintain good academic standing.

Given the internet and easy access to information and knowledge sources, the University is committed to students' learning in an ethical manner. For all academic assignments, project work, and presentations, students need to ensure that due acknowledgement is given to the source of any information which they incorporate in their work. The following are some examples of academic misconduct:

- Cheating/using unfair means in examinations
- Significant paraphrasing in written academic work that is unacknowledged
  - Unacknowledged use of information or ideas unless such ideas are commonplace
- Citing sources which student has not read or referred to
- Breaching the word limit of assignments and mentioning wrong word count
- Plagiarism

**Plagiarism.** Plagiarism is a serious academic offense. Plagiarism is the use of someone else's ideas, words, projects, artwork, phrasing, sentence structure or other

work without properly acknowledging the ownership (source) of the property (item). Plagiarism is dishonest because it misrepresents the work of someone else as one's own. It is intellectual theft as it robs others of credit for their work. Plagiarism takes many forms including:

- Using someone else's words without putting those words in quotation marks and providing full information about their source, sufficient information so that another person could easily locate the words that are being quoted, whether it is in an article, a book, or on the web.
- Using unique, original ideas, phrases, sentences, paragraphs, or other materials, etc. from a single source or a variety of sources such as a text, journal, web page, electronic source, design, artwork, etc. in one's work without citing all sources. For a student found plagiarizing, the punishment will be a failing grade in the assignment without the right to redo the assignment up to a failing grade in the course.

**Examples of Cheating.** Acts of cheating include, but are not limited to, the following:

1. Copying from another student's paper during an exam, or allowing or encouraging another student to copy from your paper during an exam.
2. Having someone else take your exam in your place, or taking an exam for someone else.
3. Obtaining unauthorized access to exams and accepting exams obtained by unauthorized access.

**Examples of Plagiarism.** Acts of plagiarism include, but are not limited to, the following

1. Handing in as 'original', work prepared by someone else or preparing/completing someone else's work.
2. Copying from a book or other publication without citing sources.
3. Using the same work to satisfy the requirements of two or more courses (during the same or different terms).
4. Having someone else rewrite a rough draft or rewriting a rough draft that is not your own work.



### **Use of Plagiarism Detection Software:**

To assist with the detection of instances of plagiarism, and to act as a deterrent, all assignment submissions for this module will be made using SafeAssign within the university's BlackBoard VLE platform. Similarity and other related SafeAssign reports will be carefully scrutinized by the instructor to ensure that the submissions are not plagiarized, and that all sources have been properly cited and referenced.

### **Dealing with violations:**

Violations of plagiarism are subject to evaluation according to the criterion of "reasonable doubt". The student's right to appeal and the procedures to be followed in carrying out the appeal of the University's decision is clearly stated in the *Student Handbook*.

Any violations of the University's academic rules, regulations or directives are reported to the Deputy Vice Chancellor Academic Affairs and may result in one of the following disciplinary measures.

- Verbal or written warning
- Repeating the term
- Dismissal from the University

Please refer to the relevant section in the *Handbook* and ensure a clear understanding of the provisions of the University honor code and honor system in order to avoid infringement of the policy and attendant penalization.

**B. Concerns about grades or other course matters.** Students are responsible for their learning experiences. If you are concerned about a class matter, first discuss it with the instructor. If the matter is not resolved, the next step is to meet with the Program Chair. If you still have a concern, meet with the Dean. The matter is likely to be resolved before it reaches that point, but if it is not, then the following positions are next on the organization chart: the Deputy Vice Chancellor for Academic Affairs, and, finally, the Vice Chancellor. Students who decide to "jump to the top" will be referred back to the appropriate next step.

**C. Assignments.** University policy is that assignments are due on the date assigned. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

**D. Attendance.**

- Attend all learning and teaching sessions associated with their program of study.
- Notify their course instructors in advance (in person, by phone or e-mail) that they will be absent from time-tabled class sessions.
- Obtain prior permission from their instructor or course manager, for planned absences of two or more consecutive class sessions during the semester.
- Provide a medical certificate or other corroborating evidence to explain their absence, if required by the University.

Unsatisfactory student attendance includes failure to regularly attend learning and teaching sessions without providing a satisfactory reason to instructors for absence and/or persistent late arrival at, or early departure from, learning and teaching sessions.

Where a student fails to attend classes for two weeks cumulatively without the University's permission, the student will receive a "non-attendance warning (NAW)", and will be required to provide satisfactory explanation for their non-attendance. With each subsequent NAW issued, a formal report on the student's non-attendance is made to their sponsor.

Where a student fails to attend classes for four or more weeks cumulatively, or where a recurring pattern of non-attendance (that is more than two NAWs) is observed, over the course of the semester, the student may be deemed to have failed the course, in which case they will receive an "F (Fail)" or "U (Unsatisfactory)" grade, as appropriate. At this point, and at the instructor's recommendation, the dean has the authority to instruct the registrar to remove the student from the course.

Course Instructors are responsible for reminding students of the importance of regular attendance at learning or teaching sessions, and for accurately recording student attendance. Instructors and Course Managers (Department Chairs or Program Coordinators) will be required to consult with the relevant School Deans, to ensure timely issuance of NAWs, non-attendance reports to sponsors (subject to data confidentiality stipulations) and to provide relevant academic counseling where necessary.

**E. Mobile Phones/Laptops:** All mobile phones, laptops, pagers and/or other communication devices should be turned off before entering the classroom.

**F. Diversity and the Use of English.** English is the common language of the AURAK campus, the use of which includes everyone. It is the only language to be used in the classroom. AURAK brings together students and faculty from diverse cultural and linguistic backgrounds, which is one of the strengths of the university. This diversity provides an opportunity to share our different experiences and enlarge our understanding of the world. Classroom discussions and other activities are to be conducted with courtesy and civility and respect for one another and for our differences.

### **G. Course Requirements**

Assignments are designed to help you focus on the main concepts in the textbook chapters. Reading the text is essential; you cannot rely on the presentation slides to develop an understanding of the material and prepare for the examinations and assignments. Class attendance and participation are expected. You will be tested on materials in the reading and class discussions.

All assignments and exams must be handed in on schedule and in-class (no e-mails). Late assignments will not be accepted. You are to work only with your team members on the team assignments, not with other members of the class or anyone outside this section. Team members will receive the same grade, but if the team feels a particular student(s) did not adequately contribute, please do not include his/her name on the assignment. At the same time, please be fair and provide ample communication and time. That student will be given an individual assignment to be assigned by the Professor.

### **Examinations**

You will take two closed-book, closed-notes exams during the semester and one comprehensive final. The exams during the semester will consist of objective questions and short essay type questions. As the schedule permits, the class will review major concepts before the exam. The final exam will be a combination of objective and short answer, written response questions.

Exams will cover textbook materials, supplemental materials from the class and all in-class presentations.

### **Written Materials**

All written reports should be neatly typed, legible and free of errors in grammar and spelling. Reports should have a title page showing a title for the report, course name and number, date due and student's name.

### **Grades**

Grades will be based on demonstration of understanding, application, and integration. Concise, insightful responses and comments are preferred over rambling, unfocused responses.