
INTERNATIONAL BUSINESS in Fall 2020 (BA4003)

Course Code	BA4003	Professor(s)	René Ryman
Prerequisites	None	Office Number	G-3A03
Class Schedule	F: 10:50-12:25 in G-002 T: 16:20-17:55 in G-002	Office Hours	Walk in or by email appointment only
Credits	4	Email	rryman@aup.edu
Semester	Fall 2020	Office Tel. Ext.	833

Course Description

This course introduces students to the international business environment domains. It covers multinational corporation strategic imperatives and organizational challenges. It also addresses the following questions: What differentiates a global industry from a domestic one? What are the sources of competitive advantage in a global context? What organizational alternatives are available to multinationals?

Course Learning Outcomes

- Apply understanding of cultural differences across global markets.
- Demonstrate an understanding of the role of government in global business decisions.
- Work collaboratively to achieve stated organizational goals.
- Demonstrate an understanding of economic, fiscal and monetary factors affecting global business.
- Develop business strategy that supports global commerce.

General Education

[PLEASE EDIT OR REMOVE THE FOLLOWING TEXT AS APPLICABLE]

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

Course Outline

Topic Schedule

Week 1 - Chapter 1 (introductions, course overview, forming of teams)

Week 2 - (Jan 27 – Feb 3)– Chapter 2

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday Feb 4 – noon.

Week 3 – (Feb 4 – Feb 10) Chapter 3

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday Feb 11 – noon.

Week 4 – (Feb 11 – Feb 17) Chapter 4

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday Feb 18 – noon.

Week 5 – (Feb 18 – Feb 24) Chapter 5

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday Feb 25 – noon.

Week 6 – (Feb 25 – March 3) Chapter 6

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday March 18 – noon.

SPRING BREAK – MARCH 4 THROUGH MARCH 1

Week 7 – (March 18 – March 24) Chapter 7

Tuesday: MID TERM EXAM MARCH 19TH – IN CLASS. ALL CHAPTERS THROUGH WEEK 6.

Friday: Lecture & SWOT analysis

Quiz: Due online Monday Feb 25 – noon.

Week 8 – (March 25 – March 31) Chapters 8 – 9

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday April 1 – noon.

Week 9 – (April 1 - April 7) Chapters 10 - 11

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday April 8 – noon.

Week 10 – (April 8 – April 14) Chapters 12 - 13

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday April 15 – noon.

Week 11 – (April 15 – April 21) Chapters 14 - 15

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday April 22 – noon.

Week 12 – (April 22 – April 28) Chapters 16 - 17

Tuesday: Lecture.

Friday: Article presentations & cultural faux pas exercise.

Quiz: Due online Monday April 29– noon.

Week 13 - (April 29 – May 5)

Tuesday: Team prep for final project

Friday: Team Presentations

Week 14 – (May 6 – May 8)

Tuesday: Team Presentations

Textbooks

Title	Author	Publisher	ISBN	Required
International Business: A Managerial Perspective - 9th Edition	Ricky W. Griffin, Mike W. Pustay	Pearson - Not Available at the Bookstore	9780134898773	Yes
The Silk Roads - A New History of the World	Peter Frankopan	Penguin Random House - Not Available at the Bookstore	9781101946, 9781101912379	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the

student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Final Exam: May 17, 2019 – 3: 30 p.m.

Specifications for Team Project:

The team project for this semester will consist of teams of 4 students who shall research and select a publically known company that has a product or product line that has not been introduced to a particular country yet. Students will prepare a plan to take this product to the country they select and prepare a strategy as to how to introduce the product the selected foreign market. The plan will include a SWOT analysis as an attachment, which shall serve as an outline for the paper. Students will analyze the current leadership, economic policy, social, competition, risks, trade barriers (if any) and other challenges that will assist them in this international market expansion project. The paper shall be 8 – 10 pages in MLA, not counting the cover sheet, reference page or any other attachments.

Deliverable #1 – Selection of company by each team will be posted on Blackboard by Feb. 5. First come first serve on selected companies.

Deliverable #2 – Each team shall present their SWOT analysis for their project to the class on

Friday – Week 7.

Deliverable #3 – Week 14 - 10 -12 minutes' presentation by the teams (everyone on the team participates for equal time) covering the assignment requirements.

Individual Presentations & Paper: Each student will present two times in the term (10 minutes) an article discussing the content being covered in the current week of their presentation. This article shall provide a link as to how the article content links to the current material.

Rules of the class:

1. If you miss class – you must get any missed video, or course material information from a fellow student – the professor will not provide any such material as students are expected to come to class.
2. If you are more than five minutes late for class you will not be allowed to take any scheduled quizzes or tests or participate in any group presentations. NO exceptions. Once attendance is finished – no additional changes will be made to that list.
3. It is up to the students to follow the directions for each and every assignment and project precisely.
4. Notes, books and electronic devices are not allowed when taking quizzes.
5. If you miss four classes your final grade will drop by 10%. After four classes, if you miss another class after missing four classes your grade will drop an **additional** 20%. If you miss another class after five classes your grade drop an **additional** another 30%.

Grading Scale

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9

Other

Covid-19 temporary amendments:

Students studying at The American University of Paris are still expected to attend ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example, when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

ENGLISH LANGUAGE PROFICIENCY STATEMENT

As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring

students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.