
INTERNATIONAL BUSINESS in Spring 2021 (BA4003)

Course Code	BA4003	Professor(s)	René Ryman
Prerequisites	None	Office Number	G-2A03
Class Schedule	M: 10:35-11:55 in G-009 M: 10:35-11:55 in RMOTE-00 R: 15:20-16:40 in G-009 R: 15:20-16:40 in RMOTE-00	Office Hours	Walk in or by email appointment only
Credits	4	Email	rryman@aup.edu
Semester	Spring 2021	Office Tel. Ext.	833

Course Description

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 REMOVE THIS SECTION IF THE COURSE DOES NOT FULFILL ANY GLACC REQUIREMENT]

GLACC

The Global Liberal Arts Core Curriculum (GLACC) degree requirements include the following categories of courses:

- Integrative Inquiry (coded CCI)
- Experiential learning (coded CCX)
- Research, Interpretation, and Writing (coded CCE)
- Digital Literacy and Communication (coded CCD)
- Disciplinary Research Methods and Writing (coded CCR)
- Quantitative Reasoning (coded CCM)
- Experimental Reasoning Course with Lab (coded CCS)
- Expression Française (coded FR)
- AUP Capstone (coded CCC)

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 - 1/18 & 1/21

Monday: Introductions, course overview, team engagement.

Thursday: Lecture and overview.

Week 2 – 1/25 & 1/28

Monday: Lecture & team presentations.

Thursday: Quiz & Article presentations.

Reading: Textbook: Chapters 1 – 2

Cultural book: Section 1 (Parts 1 through 5)

Week 3 – 2/1 & 2/4

Monday: Lecture & team presentations.

Thursday Quiz & SWOT presentation on selected topic.

Reading: Textbook: Chapter 3

Cultural book: Section 1 (Parts 6 – 9)

Week 4 - 2/8 & 2/11

Monday: No class – break.

Thursday: Quiz & Article presentations.

Reading: Textbook: Chapters 4 - 5

Cultural book: Section 2 (Parts 10 – 16)

Week 5 - 2/15 & 2/18

Monday: Lecture

Thursday: Quiz & Article Presentations.

Reading: Textbook: Chapters 6 - 7

Cultural book: Section 2 (Parts 17 – 21)

Week 6 - 2/22 & 2/25

Monday: Lecture & Class Presentations.

Thursday: No class – break. (MAKE UP TWO QUIZZES NEXT THURSDAY)

Reading: Textbook: Chapters 8 – 9

Cultural book: Section 3 (Parts 22 – 24)

Week 7 – 3/1 & 3/4

Monday: Lecture & team presentations.

Thursday: TWO quizzes covering Week 6 & Week 7 content.

Reading: Textbook: Chapters 10 - 11

Cultural book: Section 3 (Parts 25 – 26)

Week 8 – 3/8 & 3/11

Monday: Lecture & team presentations.

Thursday: Quiz & Article presentations.

Reading: Textbook: Chapters 12 - 13

Cultural book: Section 4 (Parts 27 – 28)

Week 9 – 3/15 & 3/18

Monday: Lecture & team presentations.

Thursday: MID TERM EXAM (ALL CHAPTERS THROUGH WEEK 8)

Reading: Textbook: Chapter 14 - 15

Cultural book: Section 5 (29 & 30)

Week 10 - 3/22 & 3/25

Monday: Lecture & team presentations.

Thursday: TWO quizzes for Week 9 & 10 chapters.

Reading: Textbook: Chapter 16 - 17

Cultural book: Section 5 (Parts 31 & 32)

Week 11 – 3/29 & 4/1

Monday: Lecture & team presentations.

Thursday: Quiz & Article presentations.

Reading: Textbook: Chapters 18 - 19

Cultural book: Part 6 (Sections 33 & 34)

Easter & Faculty Retreat – 4/5 & 4/6 -- EXTRA CREDIT ASSIGNMENT ON BLACKBOARD

Week 12 – 4/12 & 4/ 15

Monday: Lecture & team presentations.

Thursday: Quiz & Article presentations.

Reading: Textbook: Chapter 20 - 21

Cultural book: Part 6 (Sections 35 & 36)

Week 13 – 4/19 & 4/22

Monday & Friday – final project team presentations.

WEEK 14 - Complete & turn in final team project on BB by NOON – 4/26. Late submission will receive an automatic 0.

Specifications for Team Project:

The team project for this semester will consist of teams of 3 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. A grading rubric will be provided.

Deliverable #1 – Selection of company by each team will be posted on Blackboard by Week 2 – Monday. First come first service on selected companies. Teams will provide an overview of their project to the class.

Deliverable #2 – SWOT analysis presented in Week 3.

Deliverable #3 Week 13 - Presentation by the teams (everyone on the team participates for equal time) covering the assignment requirements. See rubric for final project requirements.

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 ten minutes late for class you will not be allowed to take any scheduled assessments such as mid-terms or final exams or quizzes or participate in any group presentations. NO exceptions.

-
3. It's 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 during assessments.
 5. Use of computers during class, unless otherwise authorized for content relating to the class directly, is not permitted and participation points will be deducted for the specific day in which such use of electronic takes place.
 6. Grade are NOT rounded up at the end of the term or any other time during the term.
 7. Students have up to seven days from the return of graded assessments to discuss their grade with the professor.
 8. Tech issues are handled by tech support --- not the professor. Blackboard issues are handled by ARC who can be contacted at ARC@aup.edu or for Teams support and all other AUP tech issues contact:
https://teams.microsoft.com/dl/launcher/launcher.html?url=%2F_%23%2Fchannel%2F19%3Aac117dba1eb44804a7862881de7f694d%40thread.tacv2%2F%25F0%259F%2596%25A5%25EF%25B8%258F%2520Information%2520Technology%2520Services%3FgroupId%3D254f2403-c283-41c5-9535-d7d6608ce2c8%26tenantId%3D787ea242-36aa-42a4-bfcf-b7cbaad1d83b&type=channel&deeplinkId=589cbcae-5e65-44e7-9b1b-5b30f69b71be&directDl=true&msLaunch=true&enableMobilePage=true&suppressPrompt=true

Textbooks

Title	Author	Publisher	ISBN	Required
International Business 13 edition - EBOOK	Charles Hill	MCGRAW-HILL - Not AVAILABLE at the Bookstore	9781260262582	Yes
Cultural Hacks	Richard Conrad	Lioncrest - NOT Available at the Bookstore	9781544503158	Yes

Attendance Policy

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.

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.

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.

Grading Policy

GRADING:

Weekly Assignment– A weekly online discussion forum covering the Cultural Hack book will include a min. of 250- word initial post by WED of each week, followed by 2 follow up posts of a min. of 150 words to two classmates by Sunday. (Week 2 through Week 12) 20 points per week x 11 weeks = 220 points for term. Late submission of assignments will not be accepted. No partial points are awarded. I do not accept emailed work. (**220 points**)

Weekly Quiz There will be LIVE quizzes on Thursday as noted in the schedule below (Week 2 through Week 12) 20 points per week x 11 weeks = 220 points for term. 22% of grade. Make up quizzes will not available under any circumstances. There are no make ups for any quizzes. I do not accept emailed work. (**220 points**)

Note: All students located in and around Paris will take the quiz in class on Thursday.

Class Participation, Attendance & Extra Credit. Students are expected to attend each class and 5 points per class will be awarded to those who come to class during Week 2 – Week 12. Students are also expected to make appropriate topic related contributions to the discussion as well to achieve these points. There are no excused absences. Attendance is complete after the first ten minutes of class and any students who show up after ten minutes will not receive any points. If you must miss a class or want extra credit – there will be two extra credit forums during the term which you can attend. Each forum is worth 5 points and you must stay for the entire presentation and discussion.

Dates to be announced. (**110 points**)

Note: ALL students located in and around Paris, are expected to be physically present at each class.

Weekly Cultural ‘Faux Pas’ presentations. In teams of 2 people you will be assigned a country in which you both shall role play to the class at least 3 mistakes people make when they don't understand cultural practices of a nation. A summary of at least 500 words of the presentation will be required to be turned in on blackboard the day of your presentation. There will be three presentations by each team for 25 points per project. Each presentation has to be timed to 5 minutes each. It has to be pre-recorded via video and shown in class. (75 points)

Final Project: Team Presentation & paper due Week 13. Students must present their final projects during Week 13 as scheduled. (**100 points**)

Individual Article Review & paper submission. Presented to class twice in the term relating the current discussion. In this assignment students shall independently select an article that ties into the current readings for their assignment week. 2 presentations per student @ 25 points each. Students will be assigned alphabetically. A summary of at least 500 words must be turned in the same day as the presentation in blackboard. LATE SUBMISSIONS ARE NOT ACCEPTED. **(50 points)**

Team Peer Review Evaluations due Week 14. **(50 points)**.

Mid Term In- Class Exam. All chapters through Week 8. **(100 points)**

Final Exam: Essay exam. **(75 points)**

FINAL EXAM DATE: May 6, 2021 @ 6:30 p.m.

Note: Any problems with any quiz submission will result in the online quiz being cancelled and a live quiz in class be taken in its place. This applies to the entire class – not just the student who may have an issue with the quiz.

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
