

ATHABASCA UNIVERSITY
COURSE OUTLINE
ADM 417 (INTERNATIONAL BUSINESS)
Winter 2008

*This course is an Athabasca University course offered at GPRC. Students registered in this course will be Athabasca University registrants subject to Athabasca University policies, rules and regulations as described in the university calendar. As such, some of the information contained herein may be subject to revision by Athabasca University. You will be advised if this is the case.

INSTRUCTOR: Richard Beeson, B.Sc., M.B.A.
OFFICE: C301
PHONE: 539-2864 (W)
OFFICE HOURS: Tuesday and Thursday 10:00 - 11:20 or by appointment
CLASS TIME: 11:30 - 12:50 TR
COURSE MATERIAL:

Textbook

Wild, J. J., Wild, K. L., & Han, J. C. Y. (2006). *International business: The challenges of globalization* (3rd ed.). Upper Saddle River, NJ: Pearson Education. ISBN #0131432753

Reading

Kindleberger, C. P. (2000). The historical roots of globalization. *Global Focus*, 12(1), 17–26.

Other Materials

All other materials will be available online.

COURSE DESCRIPTION

This overview course is designed to expose business majors to salient dimensions of the worldwide business activity of international firms. In general, international firms are defined as small and medium-sized enterprises whose current and/or future operations transcend national boundaries; these enterprises can be “for-profit” as well as “not-for-profit” organizations.

ADMN 417 explores key international business dimensions in terms of their core concepts, and highlights the business and social implications of these core concepts from the perspective of managers and public-policy makers. The course introduces students to international business “hot” topics such as global social responsibility, but emphasizes a Canadian perspective on these topics. When appropriate, ADMN 417 includes material on non-profit and non-governmental organizations.

GRADING

Athabasca University uses a percentage grading system and a final grade is normally arrived at by totalling the weighted average for assignments, exams and participation. Passing grade for this course is 50%. In case of dispute the Athabasca University Calendar has the binding conditions. AU determines grade translation.

The following components will determine the student's final grade:

1. Assignment 1	15%
2. Assignment 2	15%
3. Assignment 3	15%
4. Presentation	15%
5. Final Exam	40%

The ground rules for these assignments are:

1. All assignments are due at the beginning of class on the due date.
2. If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.
3. Unauthorized late assignments, if accepted, will have a 25% per day late penalty applied to the assignment grade.
4. All assignments are to be word processed or typewritten.

Re: Presentations

Topics are to be developed beyond the text content. The objective is to further the groups as well as the classes understanding of a selected topic. Skits or other presentation techniques that one would not ordinarily encounter in a business setting are acceptable if the primary aim of using them is to effectively convey your information to your classmates. Groups are to have two or three members. All members are to speak during the presentation. The presentations are to be 25-30 minutes in length.

Re: Exams

Students will be tested on their understanding of and ability to apply the concepts presented in class and in the readings. More detail on the final exam will be provided as the term progresses.

Students are responsible for reading the notes AU posts on the course website, for all lessons.

Course Schedule

Outline

Unit 1: Macro-Level Influences on International Business

Week 1 Jan3-4

- Introduction

Week 2 Jan7-11

- Lesson 1: Globalization
 - Chapter 1 – Globalization

Week 3 Jan14-18

- Lesson 2: Cross-cultural Business
 - Chapter 2 – Cross Cultural Business

Week 4 Jan21-25

- Lesson 3: Political and Law in Business
 - Chapter 3 – Politics and Law in Business

Week 5; Jan28- Feb1

- Chapter 4 – Economic Systems and Development

Unit 2: International Business and International Firms

Week 6 Feb 4-8

- Lesson 4: International Trade and Investment
 - Chapter 5 – International Trade
 - Chapter 6 – Business – Government Trade Relations

Week 7 Feb 11-15

- Chapter 9 – International Financial Markets
- Chapter 10 – International Monetary System

Week8 Feb18-22

_Reading Week:

Week 9 Feb 25-Feb 29

- Lesson 5: Regional Economic Integration
 - Chapter 8 - Regional Economic Integration

Week 10 Mar 3-7

- Lesson 6: Foreign Direct Investment
 - Chapter 7 - Foreign Direct Investment

Unit 3: Configuring Firms for International Business

Week 11 Mar11-15

- Lesson 7: Analyzing International Opportunities
 - Chapter 11 – International Strategy and Organization

Week 12 Mar 17-21

- Chapter 12 - Analyzing International Opportunities

Week 13 Mar 25-29,

- Lesson 8: Selecting and Managing Entry Modes
 - Chapter 13 - Selecting and Managing Entry Modes

Week 13 Mar 25-29,

- Lesson 9: International Human Resource Management
 - Chapter 15 - Managing International Operations

Week 14 Mar 31- Apr 4

- Chapter 16 - Hiring and Managing Employees

Week 15 Apr7-11

Discussion