



INTERNATIONAL BUSINESS

Business Studies Department Mission Statement

Aligning with the Lakewood University mission, our innovative business programs will prepare learners to work as valuable managers and leaders in their respective workplaces, facilitating change for the benefit of the organization, its stakeholders, and society.

Disclaimer Statement

The final examination in this course will be remotely proctored. Please be sure you have your computer's camera on so you can display your photo identification so the proctoring system can verify your identity. If you run into any issues please reach out to your Success Coach.

You can also prepare for your examination by reading this helpful guide: <https://www.talview.com/en/test-taker-guide>

IBUS400 — International Business, 3.0 hours

PROFESSOR

Cindy received her Ph.D. in Technology Management at Indiana State University, her Masters in Technical & Professional Communication from East Carolina University, and she earned her Baccalaureate Degree in English from Hilbert College.

Cindy has over 25 years of higher education teaching experience in management, project management, operations management, technology management, communication, and more. She has also developed over 30 new business courses, and she works extensively with prior learning assessment, as well as ePortfolio development and assessment.

For several years Cindy was a Technical Writer for Prentice Hall on a contractual basis, planning, writing and editing technical manuals and computer textbooks. She also worked periodically as a training consultant developing, planning and implementing specific software training seminars, leadership training, and planning facilitated meetings. She is a member of AAEEBL (The Association for Authentic, Experiential, and Evidence-Based Learning). As an association member, she is an Executive Co-Editor of The AAEEBL Review (AePR) Journal. She is also a member of Project Management Institute (PMI) and International Facilities Management Association (IFMA).

CONTACT INFORMATION

E-mail: cstevens@lakewood.edu
Cell Phone: 800-517-0857 X 759

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

Kenneth L. Wild, John J. Wild. *International Business: The Challenges of Globalization*. 9th ed. Pearson, 2019.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 60 Points
- Weekly Writing Forums-Total of 80 Points
- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 190. To determine the final grade, the student's earned points are divided by 190.

Your overall course grade will be determined according to the following scale:

A = (90% -100%)

B = (80% - 89%)

C = (70% - 79%)

F < (Below 70%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This

process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1				Objective 1 Objective 2 Objective 3

- The Scope and Influence of Globalization
- Study Course Syllabus
Read Chapters 1 & 2
Review PowerPoints
Participate in the Writing Forum
Lesson Evaluation

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #2	<ul style="list-style-type: none"> • The Political Economy, Ethics and the Economic Development of Nations 	Read Chapters 3 & 4 Review PowerPoints Complete Writing Assignment 1 Participate in the Writing Forum Lesson Evaluation	Assignment 1 upon completion of the lesson	Objective 1 Objective 2 Objective 3

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #3	<ul style="list-style-type: none"> • International Trade Theory and the Political Economy of Trade 	Read Chapters 5 & 6 Review PowerPoints Complete Writing Assignment 2 Participate in the Writing Forum Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 1 Objective 2 Objective 3 Objective 4 Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #4	<ul style="list-style-type: none"> • Foreign Direct Investment and Regional Economic Integration 	Read Chapters 7 & 8 Review PowerPoints Participate in the Writing Forum Lesson Evaluation		Objective 1 Objective 2 Objective 3 Objective 4 Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> • International Financial Markets and Monetary System 	Read Chapters 9 & 10 Review PowerPoints Participate in the Writing Forum Lesson Evaluation		Objective 3 Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6	<ul style="list-style-type: none"> • Analyzing International Opportunities and Strategy 	Read Chapters 11 & 12 Review PowerPoints Complete Writing Assignment 3 Participate in the Writing Forum Lesson Evaluation	Assignment 3 upon completion of the lesson	Objective 1 Objective 2 Objective 3 Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #7	<ul style="list-style-type: none"> • Entry Modes and Developing International Product Strategy 	Read Chapters 13 & 14 Review PowerPoints Participate in the Writing Forum Lesson Evaluation		Objective 1 Objective 2 Objective 3 Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #8	<ul style="list-style-type: none"> • Staffing and Managing International Operations 	Review the PowerPoint Participate in the Writing Forum Complete the Final Exam Lesson Evaluation	Final exam upon completion of the lesson	Objective 5

DESCRIPTION

Learn the requirements and challenges of doing business in other countries. A thorough review and analysis of international business and globalization that reveals the effects companies have on the economy, politics, laws, and cultures of other countries. Find out what's necessary to establish an international business, and survive competition in situations where the rules are radically changing.

Program Objectives

1. Identify key players in the international marketplace.
2. Assess the impact of globalization on various types of businesses.
3. Identify and evaluate the range of forces driving globalization.
4. Explore resources and strategies companies use to select and to enter a foreign market.
5. Examine international financial markets and monetary systems influencing globalization.

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