



## American University of Ras Al Khaimah

### AURAK Syllabus

#### Course & Instructor Information

**Course Title:** International Business

**Course Code:** BUSN 306

**Credit Hours:** 3.0

**Prerequisite course(s) and/or co-requisite courses, if applicable:** ECON 104

#### 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 globalized 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.

#### Additional Information about the course:

This course is not an online course. It is offered face to face/use of BB and MS Teams in 16 weeks. The method of delivery is lectures. Variety of instructional tools would be utilized. Lectures will be delivered using PowerPoint presentations. This would be supplemented by tutorials in the form of teamwork in study circles, group discussion, case studies, assignments, presentations, videos and articles when necessary.

**Course Textbooks and Materials:**

Daniels, J. D., Radebaugh, L. H., and Sullivan, D. P. (2019), *International Business: Global Edition*, (16/E), Pearson, Pearson, ISBN-10: 1292214732, ISBN-13: 9781292214733.

**Other Resources:**

Daniels, J. D., Radebaugh, L. H., and Sullivan, D. P. (2018), *International Business: Pearson*, (16/E), Pearson eText, Global Edition, ISBN-10: 129221483X, ISBN-13: 9781292214832. Online

**Web Resources:**

**E-textbook:** Framework of International Business, A, 1st Edition, by S. Tamer Cavusgil, Gary Knight, and John Riesenberger, Pearson, ISBN-10: 0132122820, ISBN-13: 9780132122825. (Check for the latest edition)

**Course Learning Outcomes (CLOs)**

<b>Course Learning Outcomes</b> <b>At the end of this course, students should be able to:</b>	
CLO 1	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.
CLO 2	Discuss the environments and functions of business in a global setting.
CLO 3	Discuss ethical decision-making in the context of international business operations and the role of culture in international business.
CLO 4	Evaluate the concepts of, and the reasons for, the globalization of the economy, production and markets.
CLO 5	Articulate cogent explanations for why trade and foreign direct investment take place.

**Program Learning Outcomes (PLOs) and Mapping Course to Program Outcomes**

Please see the APPENDIX for the Course to Program Learning Outcomes Mapping.

## Assessment Activities

The dates for quizzes, exams, and submission of assignments are specified in the schedule. You will be graded in this class based on the number of points you earn for quizzes, exams written assignments, or other activities, including your class participation. Keep track of your scores in Blackboard.

Assessment Activities and Grading Weight	Project/ Group/ 25%	Assignment 25%	Mid-term Exam 20%	Final Exam 30%
CLO 1	X	X	X	X
CLO 2	X	X	X	X
CLO 3	X		X	X
CLO 4	X		X	X
CLO 5	X			X
	Feedback on student work will be given within ten to 14 days of assessment completion to enable students to identify the gap in their work.	Feedback on student work will be given within one week of assessment completion to enable students to identify the gap in their work.	Feedback on student work will be given within one week of assessment completion to enable students to identify the gap in their work.	Feedback on student work will be given within 48 hours of assessment completion to enable students to identify the gap in their work.

### Explanation of the continuation assessments specified in the table above.

**Assignment 25%:** The assignment will cover material from the first three-four chapters. It will comprise a written exercise worth 25 marks.

**Midterm 20%:** The midterm will cover material from the first half of the course. It will comprise three/four questions worth 20 marks.

**Project/group 25%:** This project/assignment will be based on a UAE/GCC organization. The project requires you and your group members to present on a topic of international business. It will be a group project/assignment as indicated in the weekly schedule. The project will be submitted via SafeAssign to detect plagiarism.

**Final Exam 30%:** The final exam will be cumulative in the sense that you may be required to apply theoretical perspectives and decision making processes discussed in the first part of the course to issues discussed in the second half of the course. It will comprise four/six questions worth 30 marks.

### Assessment Rubric

The assessment instruments with the answer key, marking scheme/assessment rubric will be included for all assessment instruments for this course in the Course File and uploaded on the Course File Component of the IDAP system.

## Grading Scale

The grading system and scale for AURAK, as established by the Board of Trustees, is as follows:

<b>AURAK Grading System and Scale</b>		
<b>Grade</b>	<b>Percentage Scores</b>	<b>Grade Points</b>
A	95-100	4.00
A-	90-94	3.70
B+	86-89	3.30
B	83-85	3.00
B-	80-82	2.70
C+	76-79	2.30
C	73-75	2.00
C-	70-72	1.70
D+	66-69	1.30
D	60-65	1.00
F	0-59	0.00

An "S" grade reflects satisfactory, or passing, work in a course (i.e., equivalent to grade of C or higher for graduate students). A "U" grade reflects unsatisfactory, or failing, work in a course. S/U will have no effect on the GPA.

## Weekly Course Information

<b>Schedule of Course Topics, Required Reading, and Assignments and Assessments</b> (Including scheduling of laboratory, studio, external visit, and other non-classroom meeting sessions, as appropriate)				
Week	Topic	Required Readings	Assignment, Assessment (with grade weighting) & Due Date	Mapping of CLOs to Assessments
1	<b>Introduction – Globalization</b> concepts and practice			1
2	Globalization issues (Contd.) <b>International business article/scenario based in-class assessments</b>  UAE businesses operating globally	Ch 1		1, 2
3	<b>National Differences in Political Economy</b>  Economic and legal systems and Sustainability	Ch 2		1, 2
4	Differences in Culture	Ch 3	<b>Assignment submit by 25%</b>	1, 2
5	Ethics in International Business	Ch 4  Case on Research methodology		1, 2, 3
6	International Trade Theory  An additional in-class case study will be given to students to ensure CLO 2 is met, and learners can effectively 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.	Ch 4		2, 3, 4
7	Foreign Direct Investment <b>International business</b>	Ch 6		2, 3, 4

	<b>article/scenario based in-class assessments</b>			
8	Regional Economic Integration	Ch 7	<b>Midterm Exam 20%</b>	1, 2, 3, 4
9	The Foreign Exchange Market	Ch 8		1, 5
10	<b>The Foreign Exchange Market</b> cont.	Ch 9		1, 5
11	The International Monetary System	Ch 10		4, 5
12	<b>The Global Capital Market</b>	Ch 11	<b>Group Project 25%</b>	1, 2, 3, 4, 5
13	Entry Strategy & Strategic Alliances Exporting, Importing & <b>Countertrade</b>	Ch 12		1, 2, 3, 4, 5
14	Global Human Resource Management International business article/scenario based in-class assessments	Ch 20		1, 2, 3, 4, 5
15	Review Session			1, 2, 3, 4, 5
16			<b>FINAL EXAM 30%</b>	1, 2, 3, 4, 5
The course syllabus will be contextualized for the UAE wherever necessary.				

### Attendance Policy

**Regular student attendance and class participation are essential for students to meet course expectations and to succeed in their studies. The following are benefits associated with attending classes:**

- Opportunity to participate in active learning
- Opportunity to demonstrate preparation for class
- Opportunity to engage with the faculty member teaching the course, classmates, and the course material.

## The following are requirements of the university's attendance policy:

- Students must provide a satisfactory reason for being absent from class, to the course instructor and the Student Life Department, in advance of missing a class.
- Students must observe protocols for online course attendance (e.g., having camera turned on).
- Students must arrive on time for class and must not depart early from the class. Persistent late arrival at, or early departure from, class meetings may result in being counted as absent from class.

If students fail to attend 20% of the scheduled classes for the semester *without a valid excuse*, they will be withdrawn from the course with a grade of either W or F depending on when the 20% unexcused absence level is reached.

The total number of *unexcused and excused absences* cannot exceed 30% of the class meetings for the course, with unexcused absences not exceeding 20%. Students who miss more than 30% of the scheduled classes will be withdrawn from the course with a grade of either W or F depending on when the 30% absence level is reached.

Please refer to the Student Handbook for details.

### Accommodations for Students of Determination

Students of determination may find they require additional support, services, or considerations. AURAK will endeavor to support students of determination of those with special needs where resources are available. Accommodations will be provided, for students with verified needs, allowing equal access to educational facilities, programs, services, and activities at AURAK. Accommodations are never applied retroactively – only students who have previously requested and have been approved for supporting accommodations can have them apply to a given academic semester/course. Students needing support must make the request from the Office of Support Services located in Building D.

### Other Relevant Policies

#### A. Academic Integrity

The Honor Code



The American University of Ras Al Khaimah strongly supports the concept of academic integrity and expects students and all other members of the AURAK community to be honest in all academic endeavors. The AURAK Honor Code can be found in the AURAK Student Handbook.

The role of the Honor Code and associated Academic Integrity Policy is to protect the academic integrity of the university, encourage consistent ethical behavior among students, and foster a climate of honorable academic achievement. The Honor Code is an integral part of university life and students are responsible, therefore, for understanding and abiding by the code's provisions. While a student's commitment to honesty and personal integrity is assumed and expected, this Code and associated policy and procedures provides clarity of expectations.

### Expectations

Cheating, plagiarism, and all other forms of academic fraud are unacceptable; they are serious violations of university policy. AURAK expects all students to be familiar with university policies on academic integrity. The university will not accept a claim of ignorance – either of the policy itself or of what constitutes academic fraud – as a valid defense against such a charge.

### Violations of Academic Integrity

Violations of academic integrity constitute academic fraud. Academic fraud consists of any actions that serves to undermine the integrity of the academic process or that gives the student an unfair advantage, including:

- Inspecting, duplicating or distributing test materials without authorization.
- Cheating, attempting to cheat, or assisting others to cheat – relevant here is the prohibition on being in possession of a mobile telephone or similar electronic device during a test or examination. In case such devices are found with a student, the student will be deemed to have attempted to cheat and will be subject to disciplinary action under the Student Academic Integrity Policy.
- Altering work after it has been submitted for a grade.
- Plagiarizing.
- Using or attempting to use anything that constitutes unauthorized assistance. **PLEASE NOTE:** Faculty members may prohibit the use of generative AI, including though not limited to, generative AI such as Open AI ChatGPT and Canva, in completing assignments. When such prohibitions have been communicated by

the faculty member, incorporating information from such sources into your assignment submission will be treated as a serious violation of academic integrity expectations.

- Fabricating, falsifying, distorting, or inventing any information, documentation, or citation.

### Plagiarism

One of the most common violations of academic integrity is plagiarism. Plagiarism can be intentional or unintentional. However, since each student is responsible for knowing what constitutes plagiarism, unintentional plagiarism is as unacceptable as intentional plagiarism and thus will bring the same penalties.

Plagiarism – submitting the work of others as one's own - is a serious offense. This includes submitting work obtained from AI writers such as Open AI Chat GPT, as well as other forms of generative AI. In the academic world, plagiarism is theft. Information from sources – whether quoted, paraphrased, or summarized – must be given credit through specific citations. When a student paraphrases a work, it is still necessary to cite the original source, even when the information has been provided by generative AI writers and/or sources. Merely rearranging a sentence or changing a few words is not sufficient. The citation style should be appropriate for the discipline and should clearly indicate the beginning and ending of the referenced material. All sources used in the preparation of an academic paper must also be listed with full bibliographic details at the end of the paper, as appropriate in the discipline. **PLEASE NOTE:** Faculty members may prohibit the use of generative AI in completing assignments. When such prohibitions have been communicated by the faculty member, incorporating information from such sources into your assignment submission will be treated as a serious violation of academic integrity expectations.

While plagiarism detection software can assist identifying plagiarism, there is no “percentage of matching content” threshold for determining that content in a written assignment has been plagiarized. Indeed, the presentation of a single striking phrase originally written by another without attribution to the original source can constitute plagiarism, even though the percentage of matching content found by plagiarism-checking software might be very small.

### Faculty and Student Expectations

- Every student, faculty member, and administrator is responsible for upholding the highest standards of academic integrity. Every member of the AURAK community shall honor the spirit of this policy by refusing to tolerate academic fraud.
- It is the responsibility of the instructor to provide students with additional guidelines for what constitutes “authorized” and “unauthorized” assistance.

- It is the responsibility of every student to see clarification if in doubt about what constitutes ‘authorized’ and ‘unauthorized’ assistance. In cases involving collaborative work, all students within the collaborative group may be help responsible for violating the code if any member of the group receives, accepts, or utilizes "unauthorized" assistance.
- Students are required to obtain permission prior to submitting work, any part of which was previously or will be submitted in another course. The instructor has the option of accepting, rejecting, or requiring modification of the content of previously or simultaneously submitted work.

A student who suspects that a violation of academic integrity has occurred should report the violation to the dean or to the Office of the Provost. In this report, the student should describe any action taken, such as talking with the person involved or with a faculty or staff member. Every effort will be made to preserve the anonymity of the student reporting the incident;

Possible penalties for academic fraud include: Formal warning, Reduction in grade for the assignment, Reduction in the grade for the course, A failing grade for the assignment, A failing grade (F) in the course, and/or Dismissal or Expulsion from the University.

Please refer to the relevant section in the *Student Handbook* and ensure a clear understanding of the provisions of the University Honor Code and the Student Academic Integrity Policy.

### **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 Chair of the department in which the course is taught. If you still have a concern, meet with the Dean of the school in which the course is taught. The matter is likely to be resolved before it reaches that point, but if it is not, then visit the Associate Provost for Academic Affairs. 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 indicated when the assignment is made. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

### **D. Mobile Phones**

All mobile phones and other communication devices should be turned off before entering the classroom. Students may NOT have mobile telephone or other electronic devices in their possession while completing examinations. Any violation will be deemed as having attempted to cheat.

#### **E. Diversity and the Use of English**

English is the common language of the AURAK campus for 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.

## APPENDIX

### Program Learning Outcomes (PLOs) : BS In Business Administration

<b>Program Learning Outcomes</b> <b>At the completion of the program, students should be able to:</b>	
PLO 1	PLO1: Critically expand on the basic principles of economics, accounting, finance, management, information systems, marketing and operations in the context of a global economy.
PLO 2	PLO2: Apply concepts and theories of ethics and social responsibility to practical business dilemmas, recognizing the implications of management decisions for the interests of key internal and external stakeholders.
PLO 3	PLO3: Demonstrate competency in presentation and writing skills using the latest business communication tools.
PLO 4	PLO4: Effectively work in teams and take the lead in team initiatives.
PLO 5	PLO5: Engage in critical self-analysis and professional reflection about potential roles in a business context.
PLO 6	PLO6: Evaluate business situations and critique managerial decisions, using financial statements, statistical tools, and other appropriate methods to organize, analyze and present data.

### Mapping Course to Program Learning Outcomes : BS In Business Administration

<b>The learning outcomes of this course contribute to meeting one or more of the program learning outcomes as shown below, with the contribution designated as “high”, “medium”, or “low”:</b>						
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
<b>CLO 1</b>	<i>high</i>					
<b>CLO 2</b>		<i>high</i>				
<b>CLO 3</b>			<i>high</i>			
<b>CLO 4</b>				<i>high</i>		
<b>CLO 5</b>					<i>high</i>	<i>high</i>