



FLORIDA  
ATLANTIC  
UNIVERSITY

## COURSE CHANGE REQUEST Undergraduate Programs

Department Management Programs  
College Business

UUPC Approval 1/29/24  
 UFS Approval \_\_\_\_\_  
 SCNS Submittal \_\_\_\_\_  
 Confirmed \_\_\_\_\_  
 Banner Posted \_\_\_\_\_  
 Catalog \_\_\_\_\_

**Current Course Prefix and Number**    MAN 3600

**Current Course Title**  
International Business

*Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.*

**Change title to:**

**Change prefix**

From: \_\_\_\_\_ To: \_\_\_\_\_

**Change course number**

From: \_\_\_\_\_ To: \_\_\_\_\_

**Change credits\***

From: \_\_\_\_\_ To: \_\_\_\_\_

**Change grading**

From: \_\_\_\_\_ To: \_\_\_\_\_

**Change WAC/Gordon Rule status\*\***

Add                       Remove

**Change General Education Requirements\*\*\***

Add                       Remove

\*See Definition of a Credit Hour.

\*\*WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.

\*\*\*GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.

**Change description to:**

Learn to navigate the rapidly globalizing business environment. Explore critical topics such as globalization, national differences, global trade and investment, the global monetary system, and the strategy and structure of international business. Learn essential skills to excel in today's interconnected world, addressing international issues across various business areas, whether you're operating domestically or internationally.

**Change prerequisites/minimum grades to:**

**Change corequisites to:**

**Change registration controls to:**

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

**Effective Term/Year for Changes:**    2024-2025

**Terminate course? Effective Term/Year for Termination:**

**Faculty Contact/Email/Phone**    Donna Cooke cooke@fau.edu

**Approved by**

Department Chair \_\_\_\_\_ *Ehlyn Williams*

College Curriculum Chair \_\_\_\_\_ *Julie Nigro*

College Dean \_\_\_\_\_ *Dr. Nat*

UUPC Chair \_\_\_\_\_ *Korey Sorensen*

Undergraduate Studies Dean \_\_\_\_\_ *Dan Meeroff*

UFS President \_\_\_\_\_

Provost \_\_\_\_\_

**Date**

\_\_\_\_\_ 1/4/2024

\_\_\_\_\_ 2/1/2024

\_\_\_\_\_ 2/1/24

\_\_\_\_\_ 2/2/24

\_\_\_\_\_ 2/2/24

Email this form and syllabus to [mjenning@fau.edu](mailto:mjenning@fau.edu) seven business days before the UUPC meeting.



FLORIDA ATLANTIC UNIVERSITY

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**MAN 3600-001 11261**

**International Business**

**Date:** Tuesday, Thursday 12:30 PM - 1:50 PM

**Building:** General Classroom South Boca **Room:** 119

**3 Credit(s)**

**Fall 2024 - 1 Full Term**

## **Instructor Information**

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Katarina Brant

**Email:** kknutsen2013@fau.edu

### **Welcome Message**

*Welcome to MAN3600 International Business! I'm Dr. Katarina Brant, and it is with great pleasure that I am your instructor for this course. Over the next few months, we will learn about international business. We will learn new concepts, be challenged to think critically, engage with one another to gain various perspectives, and apply concepts to real-world issues and current events. This course covers a lot of content in a short amount of time. But I can't emphasize enough that you are not alone! I am here to assist and guide you through this course. My goal is for you to attain the knowledge needed to continue your studies in business administration and develop a global mindset that will give you a competitive advantage in your career, regardless of what your career goals are. Please do not hesitate to contact me if you need help, and I will do my best to assist you. Together, let's make this an enjoyable and rewarding experience!*

**TA Name:** Lucca Santos

**Email:** ltanzillodos2023@fau.edu

## **Student Hours**

Lucca and I both have time dedicated to being available for you. We both hold student hours virtually in our Zoom personal meeting rooms. Here's how it works: We have our Zoom personal meeting rooms open during designated times. You are able to click the link to our Zoom personal meeting rooms during this time to meet with one of us one-on-one. The virtual waiting room is always enabled to ensure confidentiality. If we are currently meeting with another student, we ask you to please kindly wait in the virtual waiting room and we will get to you as soon as possible.

My student hours are Tuesdays & Thursdays 11:00am-noon and by appointment. If these hours don't work for you, please let me know and we can find another time to meet. [Here](#) is the link to my Zoom personal meeting room. You are also welcome to come to my office (DS107F) during these times.

Lucca's student hours are Wednesdays 9:30-11:30am and by appointment. If these hours don't work for you, please reach out to him to figure out another time to meet. [Here](#) is the link to Lucca's Zoom personal meeting room.

The best way to reach us is Canvas messages. Response time is 48 hours or less, not including weekends and holidays.

## **Course Description**

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International Business

Prerequisite: Junior standing

Learn to navigate the rapidly globalizing business environment. Explore critical topics such as globalization, national differences, global trade and investment, the global monetary system, and the strategy and structure of international business. Learn essential skills to excel in today's interconnected world, addressing international issues across various business areas, whether you're operating domestically or internationally.

### **Restrictions:**

Must be enrolled in one of the following Colleges: College of Business (BA)

Must be enrolled in one of the following Classes: Second Bachelors (2B), Junior (JR), Senior (SR)

May not be enrolled in one of the following Programs: BS Economics (BA-BS-ECON)

May not be enrolled in one of the following Majors: General Studies (GNST), Health Administration (HEAD), Pre-Business Online (PBUO), Pre-Business (PBUS)

### **Prerequisite:**

Junior standing

## **Required Texts/Materials**

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### **Connect 1-Semester Online Access for International Business**

ISBN: 9781264383863

**Publisher:** McGraw-Hill

**Edition:** 14th

Important Note: Only pick 1 option. This is the option if you do not want to purchase through the Follett Access Program.

### **Connect 3P Inclusive Access 1-Semester Online Access For International Business**

ISBN: 9781265991289

**Publisher:** McGraw-Hill Higher Education

**Edition:** 14th

Important Note: Only pick 1 option. This is the option if you want to purchase through the Follett Access Program.

## **Course Objectives/Student Learning Outcomes**

The primary goal of this course is to provide you with an introduction to the world economy and international business that will help you be an effective businessperson—whether or not you work in a global organization. The course seeks to explain both theoretical and practical aspects of international business and explore the ways international business concepts affect the operations of a business.

The objectives of the course are:

- Explain how globalization has impacted international business. (CO: 1)
- Examine national differences that impact international business activity. (CO: 2)
- Describe the international trade and investment environment. (CO: 3)
- Describe the global monetary system. (CO: 4)
- Examine how firms compete in the international business environment. (CO: 5)
- Apply management practices to international business. (CO: 6)

(CO = Course Objective)

## **Faculty Rights and Responsibilities**

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.

- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

## **Disability Policy**

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In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at [www.fau.edu/sas/](http://www.fau.edu/sas/).

## **Course Evaluation Method**

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SmartBook Activities: 10%

Chapter Assignments: 20%

Case Studies: 20%

Exams: 50%

Total: 100%

### **SmartBook Activities (10%):**

There are ten (10) SmartBook Activities in this class. SmartBook Activities are a powerful learning experience through Connect. SmartBook makes study time as productive and efficient as possible. It identifies and closes knowledge gaps through a continually adapting reading experience that provides and introduces personalized learning resources at the precise moment of need. All SmartBook Activities are automatically graded for instant feedback. Your lowest SmartBook Activity score is dropped.

### **Chapter Assignments (20%):**

There are ten (10) Chapter Assignments in this class. Chapter Assignments are completed in Connect and are composed of several different formats that require you to apply chapter concepts to real-world examples and include matching exercises, video cases, case analyses, etc. All Chapter Assignments are automatically graded with instant feedback. Detailed feedback with explanations is available after the assignment deadline. Your lowest Chapter Assignment score is dropped.

### **Case Studies (20%):**

There are ten (10) in-class case studies in this class. You are required to read the case prior to the class we go over it to participate. You must attend class the entire time and be actively engaged for the duration of class to receive full credit on case study days. Please refer to the course schedule for case study class dates. Your lowest two (2) case study scores are dropped.

### **Exams (50%):**

There are four (4) in-person exams in this class. All exams are closed book and closed note and consist of 50 true/false and multiple-choice questions. You will have 75 minutes to complete each exam and are required to bring a green scantron for each exam. You are welcome to review past exams with me during my student hours. Your lowest exam score is dropped.

## **Code of Academic Integrity**

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Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [UniversityRegulation4.001](#).

## **Attendance Policy Statement**

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Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

## **Religious Accommodation Policy Statement**

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In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs

regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at [www.fau.edu/regulations](http://www.fau.edu/regulations).

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

## **Time Commitment Per Credit Hour**

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

## **Course Grading Scale**

<b>Letter Grade</b>	<b>Letter Grade</b>
A	94 - 100%
A-	90 - 93%
B+	87 - 89%
B	83 - 86%
B-	80 - 82%
C+	77 - 79%
C	73 - 76%
C-	70 - 72%
D+	67 - 69%
D	63 - 66%
D-	60 - 62%
F	Below 60

## **Grade Appeal Process**

You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.

- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

[University Regulation 4.002](#) of the University Regulations contains information on the grade appeals process

## **Policy on Make-up Tests, Late work, and Incompletes**

### **Life Happens Policy**

Life happens. I get it. Therefore, I automatically drop your lowest SmartBook Activity, Chapter Assignment, and Exam grade (one from each category). I also drop your lowest two (2) Case Study scores.

### **Policy on Makeup Exams & Late Work**

As a matter of fairness to all students, there are no late assignments accepted or makeup exams. Because of the Life Happens Policy, this goes for all excused and unexcused reasons. Extenuating circumstances will be handled on a case-by-case basis. In the rare case that a late assignment is allowed for a SmartBook Activity or Chapter Assignment, this is only possible if you have not attempted it yet on Connect (including study attempts). Connect will not allow me to give you an extension after you start a study attempt.

### **Incomplete Grade Policy Statement**

If you are passing this course but have not completed all work due to exceptional circumstances, you may, with my consent, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at my discretion. The specific time required to make up an incomplete grade is at my discretion. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

## **Policy on the Recording of Lectures**

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and

incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

## **Counseling and Psychological Services (CAPS) Center**

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

## **Student Support Services and Online Resources**

- [CenterforLearningand StudentSuccess\(CLASS\)](#)
- [Counselingand PsychologicalServices\(CAPS\) FAU](#)
- [Libraries](#)
- [MathLearningCenter](#)
- Office of Information Technology Helpdesk
- Office of International Programs and [StudyAbroad](#)
- [OfficeofUndergraduateResearchand Inquiry\(OURI\)](#)
- [ScienceLearningCenter](#)
- [SpeakingCenter](#)
- [StudentAccessibilityServices](#)
- Student Athlete Success Center (SASC)
- [Testingand Certification](#)
- [TestPreparation](#)
- [UniversityAcademicAdvisingServices](#)
- University Center for Excellence in Writing (UCEW)
- Writing Across the Curriculum (WAC)

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The instructor reserves the right to change this syllabus.

## Course Topical Outline

The Learning Path is designed to be completed in sequential order to support a scaffolding approach (this means that each activity builds upon the previous activity). For modules with chapters assigned, the assigned reading and corresponding SmartBook Activity must be completed prior to Tuesday's class (due Mondays by 11:59pm) to help you build a foundation for the module content and allow us to have more meaningful and engaging classes. Typically, Tuesday class periods will be dedicated to a combination of lecture and interactive activities on the assigned chapter. Then on Thursdays we will typically do a case study analysis in small groups to apply the assigned chapter topics to a real-world business case. Please be sure to read the corresponding chapter closing case prior to Thursday classes so you can participate. The corresponding Chapter Assignments are due at the end of each module (due Thursdays by 11:59pm). The modules typically run Fridays-Thursdays to allow sufficient time to complete the readings and SmartBook Activities prior to Tuesdays' classes. Please pay special attention to dates for Modules 13 and 14.

*The instructor reserves the right to modify this schedule as necessary. All deadlines are in Eastern Standard Time.*

Module	Dates	Topic	Learning Path
Start Here	Aug 19 - 24	Introduction to the Course	<ol style="list-style-type: none"><li>1. Attend Class 8/22: Welcome &amp; Syllabus</li><li>2. Attend Class 8/24: Welcome &amp; Syllabus</li><li>3. Set Canvas Preferences &amp; Upload Profile Picture</li><li>4. Complete entire Start Here Module including:<ol style="list-style-type: none"><li>a. Student Introduction</li><li>b. Syllabus &amp; Course Agreement</li><li>c. Connect Registration</li></ol></li></ol> <p><b>This module is a prerequisite to all other modules and is due 8/24 11:59pm</b></p>

## Part 1: Globalization & National Differences

1	Aug 25 - 31 <i>Last Day to Drop/Add is Aug 25</i>	Globalization	<ol style="list-style-type: none"> <li>1. Read Ch 1: Globalization</li> <li>2. Ch 1 SmartBook Activity Due 8/28 11:59pm</li> <li>3. Attend Class 8/29: Ch 1 Lecture</li> <li>4. Attend Class 8/31: Case Study: Detroit Bikes</li> <li>5. Ch 1 Assignment Due 8/31 11:59pm</li> </ol>
2	Sept 1 - 7 <i>University Closed Sept 4 (Labor Day)</i>	National Differences in Political, Economic, and Legal Systems	<ol style="list-style-type: none"> <li>1. Read Ch 2: National Differences in Political, Economic, and Legal Systems</li> <li>2. Ch 2 SmartBook Activity Due 9/4 11:59pm</li> <li>3. Attend Class 9/5: Ch 2 Lecture</li> <li>4. Attend Class 9/7: Case Study: China's Mixed Economy</li> <li>5. Ch 2 Assignment Due 9/7 11:59pm</li> </ol>
3	Sept 8 - 14	National Differences in Economic Development	<ol style="list-style-type: none"> <li>1. Read Ch 3: National Differences in Economic Development</li> <li>2. Ch 3 SmartBook Activity Due 9/11 11:59pm</li> <li>3. Attend Class 9/12: Ch 3 Lecture</li> <li>4. Attend Class 9/14: Case Study: What Ails Argentina?</li> <li>5. Ch 3 Assignment Due 9/14 11:59pm</li> </ol>
4	Sept 15 - 21	Differences in Culture	<ol style="list-style-type: none"> <li>1. Read Ch 4: Differences in Culture</li> <li>2. Ch 4 SmartBook Activity Due 9/18 11:59pm</li> <li>3. Attend Class 9/19: Ch 4 Lecture</li> <li>4. Attend Class 9/21: Case Study: Russian Culture</li> <li>5. Ch 4 Assignment Due 9/21 11:59pm</li> </ol>
5	Sept 22 - 28	Part 1 Conclusion	<ol style="list-style-type: none"> <li>1. Prepare for Exam 1</li> <li>2. Attend Class 9/26: Part 1 Conclusion</li> </ol>

3. Attend Class 9/28: Exam 1 (Modules 1-4)

**Part 2: Ethics, The Global Trade & Investment Environment, and The Global Monetary System**

6	Sept 29 - Oct 5	Ethics, Corporate Social Responsibility, and Sustainability	<ol style="list-style-type: none"> <li>1. Read Ch 5: Ethics, Corporate Social Responsibility, and Sustainability</li> <li>2. Ch 5 SmartBook Activity Due 10/2 11:59pm</li> <li>3. Attend Class 10/3: Ch 5 Lecture</li> <li>4. Attend Class 10/5: Case Study: Who Stitched Your Designer Jeans?</li> <li>5. Ch 5 Assignment Due 10/5 11:59pm</li> </ol>
7	Oct 6 - 12	International Trade Theory	<ol style="list-style-type: none"> <li>1. Read Ch 6: International Trade Theory</li> <li>2. Ch 6 SmartBook Activity Due 10/9 11:59pm</li> <li>3. Attend Class 10/10: Ch 6 Lecture</li> <li>4. Attend Class 10/12: Case Study: Trade in Services</li> <li>5. Ch 6 Assignment Due 10/12 11:59pm</li> </ol>
8	Oct 13 - 19	The Foreign Exchange Market	<ol style="list-style-type: none"> <li>1. Read Ch 10: The Foreign Exchange Market</li> <li>2. Ch 10 SmartBook Activity Due 10/16 11:59pm</li> <li>3. Attend Class 10/17: Ch 10 Lecture</li> <li>4. Attend Class 10/19: Case Study: Exchange Rates and the Profitability of Korean Airlines</li> <li>5. Ch 10 Assignment Due 10/19 11:59pm</li> </ol>
9	Oct 20 - 26	Part 2 Conclusion	<ol style="list-style-type: none"> <li>1. Prepare for Exam 2</li> <li>2. Attend Class 10/24: Part 2 Conclusion</li> <li>3. Attend Class 10/26: Exam 2 (Modules 6-8)</li> </ol>

**Part 3: The Strategy & Structure of International Business**

10	Oct 27 - Nov 2 <i>Last Day to</i>	The Strategy of International Business	<ol style="list-style-type: none"> <li>1. Read Ch 13: The Strategy of International Business</li> </ol>
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	<i>Drop with a "W" is Oct 27</i>		<p>2. Ch 13 SmartBook Activity Due 10/30 11:59pm</p> <p>3. Attend Class 10/31: Ch 13 Lecture</p> <p>4. Attend Class 11/2: Case Study: Geely Holdings: China's First Global Car Company</p> <p>5. Ch 13 Assignment Due 11/2 11:59pm</p>
11	Nov 3 - 9	The Organization of International Business	<p>1. Read Ch 14: The Organization of International Business</p> <p>2. Ch 14 SmartBook Activity Due 11/6 11:59pm</p> <p>3. Attend Class 11/7: Ch 14 Lecture</p> <p>4. Attend Class 11/9: Case Study: Philips: 120 Years of Organization Change</p> <p>5. Ch 14 Assignment Due 11/9 11:59pm</p>
12	Nov 10 - 16 <i>University Closed Nov 10 (Veteran's Day)</i>	Entering Developed and Emerging Markets	<p>1. Read Ch 15: Entering Developed and Emerging Markets</p> <p>2. Ch 15 SmartBook Activity Due 11/13 11:59pm</p> <p>3. Attend Class 11/14: Ch 15 Lecture</p> <p>4. Attend Class 11/16: Case Study: Vanguard in China</p> <p>5. Ch 15 Assignment Due 11/16 11:59pm</p>
13	Nov 17 - 28 <i>University Closed Nov 23 - 26 (Thanksgiving Break)</i>	Part 3 Conclusion	<p>1. Prepare for Exam 3</p> <p>2. Attend Zoom Class 11/21: Part 3 Conclusion</p> <p>3. Attend Class 11/28: Exam 3 (Modules 10-12)</p>
<b>Part 4: Course Conclusion</b>			
14	Nov 29 - Dec 7	Course Conclusion	<p>1. Attend Class 11/30: Course Conclusion &amp; Exam 4 Review</p> <p>2. Prepare for Exam 4</p>

3. Exam 4 on Dec 7 10:30am (Cumulative)

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