

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

# American Public University System

*The Ultimate Advantage is an Educated Mind*

<p style="text-align: center;"><b>School of Business</b> <b>TLMT 442</b> <b>International Trade and Regulations</b> <b>3 Credit Hours</b> <b>Eight Weeks</b> <b>Prerequisites: None</b></p>
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Please see the **Lessons** area in the classroom for additional course specific information

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## Course Description (Catalog)

This course is a study of international trade, to include the theories and practice of international trade and their economic outcomes from both global and local vantages. Topics of the course include free and restrictive trade theories, free trade agreements, general and specialized tariffs, and trade as an arm of foreign and/or domestic policy.

## Course Scope

This course is 8 weeks in duration. It is organized to give students a broad context in which to study international trade and regulations using a traditional textbooks and web research. The purpose of this course is to provide a student with a solid foundation of international trade and its theories to draw articulated responses to global issues. More specifically, we will study both the theories and practices of international trade, and its effects on both a global and local basis. Topics studied will include both free and restrictive trade theories, free trade agreements, globalization, both general and specialized tariffs, as well as using trade as an arm of both foreign and domestic policy.

## Course Materials

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**Required Text:**

Book	Author	Book Title	Publication Info	ISBN
TLMT 442	Marios I. Katsioloudes	International Business: A Global Perspective	Butterworth-Heinemann	9780750679831

Please visit <http://apus.libguides.com/er.php> and search by the course number (ex: LITR210) to access your required resources.

**Recommended Text:**

The Handbook of International Trade: A Guide to the Principles and Practice of Export, Second Edition (2008)  
 ISBN: 9781846730351

**Course Objectives**

After successfully completing this course, students will fulfill the following **Learning Objectives (LO)**:

1. Compare labor productivity and trade against comparative advantage.
2. Discuss and describe trade theories and how they relate to globalization.
3. Discuss international empirical evidence and new trade theories.
4. Generate ideas to support a position on trade restrictions and Incoterms.
5. Assess the basic trade model when considering issues related to economic growth.
6. Analyze developing and developed countries and their relationship to international trade.

**Course Outline**

<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>
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1	Challenges and Culture in International Business	<ul style="list-style-type: none"> <li>▪ The world of business and International business</li> <li>▪ Why companies go international and who participate in international business</li> <li>▪ The global perspective of international business</li> <li>▪ What is culture, its elements.</li> <li>▪ The study of cultural differences</li> <li>▪ Culture in the workplace</li> <li>▪ Cross-cultural management and training</li> </ul>
2	Theories of International Trade and Investment; and the Monetary System in the International Arena	<ul style="list-style-type: none"> <li>▪ Review Adam Smith's theory of absolute advantage, Ricardian's model of production, consumption and trade, Heckscher-Ohlin or factor proportions theory, product life cycle theory introduced by Raymond Vernon and Porter's diamond of national advantage as a contemporary trade theory.</li> <li>▪ Explain and understand a country's balance of payments accounts</li> <li>▪ Identify the factors affecting exchange rates and distinguish between fixed and flexible exchange rates</li> <li>▪ Explain the international impact of domestic monetary and fiscal policies</li> </ul>
3	International Economic Integration, Government, Law, and Political Risk in International Business	<ul style="list-style-type: none"> <li>▪ Explain globalization, economic integration and distinguish between different forms of economic integration</li> <li>▪ Understand Economics of the European Union and become familiar with economic integration in different parts of the world.</li> <li>▪ The political aspects and risks of conducting international business</li> <li>▪ Understand legal aspects of conducting international business and the role of government, including the various aspects of corruption.</li> </ul>
4	Global Strategic Planning and how to enter the International market	<ul style="list-style-type: none"> <li>▪ Understand definition, formulation, importance and significance of foreign market in the global strategic planning process (GSPP) Draft objectives and strategies within a global framework.</li> </ul>

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		<ul style="list-style-type: none"> <li>▪ Alternative options available to enter a foreign market, pros and cons, restrictions and opportunities</li> <li>▪ The practical limitations imposed by the existing foreign marketing channels and logistical issues.</li> </ul>
5	International Marketing and International Accounting, Finance, and Taxation	<ul style="list-style-type: none"> <li>▪ Understand the global dimension of marketing concept and analyze deviations and adaptations to standard marketing methods and practices.</li> <li>▪ Review additional dimensions to the marketing mix when applied on a global scale.</li> <li>▪ Describe major trends shaping the future of international marketing and discuss implications for marketing processes of economic and social global development.</li> <li>▪ Review changes occurring in global financial markets, causes and consequences of international diversity and International efforts to harmonize worldwide financial accounting diversity.</li> <li>▪ Review international consolidation of financial statements, foreign currency, translation issues, procedures.</li> <li>▪ Review International auditing, financial statement analysis, taxation and transfer pricing.</li> </ul>
6	International Operations Management and Strategic Human Resource Management of International Assignments	<ul style="list-style-type: none"> <li>▪ Review production and operations management in the international arena.</li> <li>▪ Review how can forecasting and project management assist international operations management.</li> <li>▪ Review different approaches to staffing foreign operations and reasons for using international assignments.</li> <li>▪ Review different categories of international personnel: parent country, host country, and third country nationals, expatriates</li> <li>▪ Review different types of international assignment and the different steps of the strategic management of international assignments.</li> </ul>
7	Doing Business in the Industrialized Countries and Newly Emerging Economies	<ul style="list-style-type: none"> <li>▪ Understand position and role of industrialized countries in the context of global affairs, changes, and relationships and identify the elements of the business macro-environment</li> <li>▪ Comprehend the factors that underlie consumer</li> </ul>

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		<p>behavior, and differentiate the behavior of consumers in industrialized countries from that of consumers in other countries</p> <ul style="list-style-type: none"> <li>▪ Interrelate all elements, factors, forces, and parameters to achieve a comprehensive and spherical perception of the complex conditions under which businesses operate in the industrialized countries.</li> <li>▪ Characterize emerging economies, identify comparative advantages in foreign trade, direct, and portfolio investments</li> <li>▪ Review business climate differences between Asia, Europe, Africa, and Latin America</li> <li>▪ Analyze current trends and development perspectives in the era of globalization</li> <li>▪ Assess interaction of emerging economies with the world market.</li> </ul>
<b>8</b>	<p>Business Behavior in Europe's Single Market and doing business in the Developing Countries</p>	<ul style="list-style-type: none"> <li>▪ Understand how the EU has evolved through time, from its original Community structure to its present arrangement</li> <li>▪ Assess the impact of the European Monetary Union (EMU) on business behavior</li> <li>▪ Evaluate the importance of adopting a common competition policy in the EU.</li> <li>▪ Learn about specifics of the business environment in developing countries and review potential business opportunities</li> <li>▪ Develop an appropriate entry strategy according to country's or the regional peculiarities</li> <li>▪ Examine possible investment risk and understand the effects of globalization on developing economies.</li> </ul>

**Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by

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the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

## Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

### **Grading Scale**

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

### **Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### **Netiquette**

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), ☺

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### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

### **Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

### **Request a Library Guide for your course (<http://apus.libguides.com/index.php>)**

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

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If a guide you need is not available yet, please email the APUS Library: [librarian@apus.edu](mailto:librarian@apus.edu).

### **Turnitin.com**

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.