Graduate Course Syllabus

INT 605: Introduction to International Business and Information Technology
Center: Online

Course Prerequisites
None

Course Description
This course provides a basic overview of the role of information technology in international business. The focus is on understanding and evaluating how information technology has impacted the theories of international business and operation of global enterprises. The course explores information technology and international business environment issues that influence global business practices, decisions, and applications.

Course Objectives

- Identify the role of information technology in international business
- Identify and examine the theories of globalization in the context of information technology
- Assess the impact of information technology on the operation of multinational enterprises
- Review strategic management of information technology in multinational enterprises
- Analyze the development and management of global information systems
- Examine the impact of the markets of information technologies on globalization
- Identify and examine the theories of globalization in the context of information technology
- Assess the impact of information technology on the operation of multinational enterprises
- Review strategic management of information technology in multinational enterprises
- Analyze the development and management of global information systems
- Examine the impact of the markets of information technologies on globalization
- Identify emerging technologies and trends in global information technologyy
- Develop a framework for strategic planning in business and information technology
- Evaluate the impact of the role of IT in building core competencies in multinational enterprises
- Examine emerging issues in global information technology and provide recommendations for solutions

Required Materials

HBR Coursepack:

https://cb.hbsp.harvard.edu/cbmp/access/20103782

1. Conversation about Information Technology
2. Information Technology at COSCO
3. Royal DSM N.V.: Information Technology Enabling Business Transformation
4. The Globalization of Wyeth
5. Enterprise Resource Planning, Technology Note
6. Google in China (A)

Review these instructions to purchase the Harvard Business Review coursepack and get started in your course.

Instructor Availability and Response Time

Your class interaction with your instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be active in Blackboard at least five days a week, and you will normally communicate with your instructor in the open Blackboard discussion forum so that your questions and the instructor's answers benefit the entire class. You should send emails directly to your instructor only when you need to discuss something of a personal or sensitive nature, and in those cases your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	10	20	200
Short Papers	9	30	270
Final Project	2	8-4 Final Report = 180	330
		10-3 Final Presentation = 150	
Final Exam	1	200	200
		Total Course Points:	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

		Total Points.	1000		
Grade	**Numerical Equivalent**	**Points**	**Points Equivalent**		
			Lower	*Upper*	
A	93-100	4.00	930	1000
A-	90-92	3.67	900	929
B+	87-89	3.33	870	899
B	83-86	3.00	830	869
B-	80-82	2.67	800	829
C+	77-79	2.33	770	799
C	73-76	2.00	730	769
F	0-72	0.00	0	729
I	Incomplete			
IF	Incomplete/Failure			
W	Withdrawn			

*Incomplete and Incomplete/Failure: Any student requesting an "I" grade must complete a Student Petition and Contract for a Grade of Incomplete and submit it to the proper offices prior to the final day of the term/semester. The petition will specify a deadline by which the coursework must be completed. The incomplete automatically becomes an "IF" if work has not been completed and a grade has not been submitted by the specific deadline.

Grading Guides
Specific activity directions and grading guides can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule
The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. All assignments are due by 11:59 p.m. EST on the last day of the module week.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	Icebreaker Activity (Required)
	Introduction: The Role of IT in International Business
	Reading: HBR Case Study: Conversation about Information Technology
	1-1 Discussion: ICT and MNEs
	1-2 Final Project: Review Project
	1-3 Short Paper: The Role of IT in Organizing and Controlling Multinational Enterprises
2	IT and Global Competitive Advantage

	2-1 Discussion: Theories and Models: Direction of Change
	2-2 Final Project: Research Topic and Rationale
	2-3 Short Paper: IT and Global Competition
3	Geography, Technology, and the Organization's Activities
	Reading: HBR Case Study: Information Technology at COSCO
	3-1 Discussion: Does Location Matter?
	3-2 Final Project: Continue Working
	3-3 Short Paper: Location and Competition
4	Strategic Management of IT
	4-1 Discussion: IT Challenges and Management Response
	4-2 Final Project: Continue Working
	4-3 Short Paper: IT and Corporate Strategy
5	The Role of IT in Building Core Competencies in Multinational Enterprises
	Reading: HBR Case Study: Royal DSM N.V.: Information Technology Enabling Business Transformation
	5-1 Discussion: Approaches to IT Management
	5-2 Final Project: Submit Draft Presentation
	5-3 Short Paper: The Role of IT in Leveraging Competencies
	5-4 Final Project: Submit Draft Presentation
6	Development and Management of Global Information Systems
	Reading: HBR Article: The Globalization of Wyeth
	6-1 Discussion: Transnational Information Systems and Issues
	6-2 Final Project: Continue Working
	6-3 Short Paper: Success Factors for Global Information Systems
7	A Framework for Strategic Planning for Communication Support
	HBR Case Study: Enterprise Resource Planning, Technology Note
	7-1 Discussion: Communication Systems and Strategic Planning
	7-2 Final Project: Continue Working
	7-3 Short Paper: Planning Issues and Decision Making
8	Emerging Trends in Global IT
	8-1 Discussion: Group Final Report: Peer Review
	8-2 Final Project: Peer Review-Submit Final Report
	8-3 Short Paper: IT Trends and the Future
	8-4 Final Project: Submit Final Report
9	Issues in Global E-Commerce and IT
	Reading: HBR Case Study: Google in China (A)
	9-1 Discussion: Can E-Commerce Be Secure?
	9-2 Final Project: Continue Working
	9-3 Short Paper: Issues and IT
10	Work Time for Group Presentation and Final Exam
	10-1 Final Project: Submit Final Presentation

	10-2 Final Exam
	10-3 Final Project: Submit Final Presentation
	Group Evaluation Form
11	Reflection and Feedback
	11-1 Discussion: Review Learning Objectives
	11-2 Final Exam

Attendance Policy

Failure to participate during the first week of the course (12:00 a.m. Monday through 11:59 p.m. Sunday) will result in automatic withdrawal. Participation is defined as posting within a discussion board, wiki, or blog, and/or submitting an assignment. Students who do not participate during the first week forfeit their rights to be reinstated into the course.

Extended absences, defined as failure to post into the Blackboard classroom for more than five days, must be coordinated with the instructor. Students who fail to coordinate any such absence with the instructor, or who fail to withdraw from the course in accordance with the COCE official drop and withdrawal policy, will be graded appropriately.

All assignments must be submitted through the appropriate Blackboard tool by 11:59 PM Eastern Standard Time on the specified due date. Refer to the Assignment Guidelines and Rubrics folder for specific details on completing the assignments in this course.

SNHU College of Online and Continuing Education Withdrawal Policy

https://my.snhu.edu/_layouts/FormServer.aspx?XsnLocation=https://my.snhu.edu/FormServerTemplates/COCE.Withdrawal.revised.form.xsn&SaveLocation=https%3A%2F%2Fmy%2Esnhu%2Eedu%2FOffices%2FCOCE%2FAdvising%2FCourse%20Withdrawal%20Library&OpenIn=browser

SNHU College of Online and Continuing Education Guide to Student Success

https://my.snhu.edu/Resources/StudentHandbooks/Pages/default.aspx

Blackboard Course Tools/Areas Overview
Your course will be delivered through Blackboard. Below are the most often used Blackboard tools and areas.

Tool/Area	Description	You Should…
Announcements	This area is used to post day-to-day course details such as the status of or directions for assignments.	Check the announcements on a regular basis, at least several times each week.
Course Information	The course syllabus, assignment guidelines and rubrics, technical support, Student Handbook, and advising information can be found here.	Check this area at the start of the class. It is recommended that the syllabus be downloaded for future reference.

Learning Modules	This area contains course content, including lectures, readings, resources, and assignments.	Check this area at the start of each module and throughout the module week to review course materials.
Discussion Board	This is one of the areas for discussion and collaboration in the class.	Participate and contribute on a regular basis if your course includes discussions.
Research/Writing	SNHU library and research information can be found here.	Check this area for links and information on different library-related resources.
My Instructor	Instructor information is located in this area.	Check this area to find out about your instructor's background and contact information.
My Grades	Assignment grades are located in this area.	Check this area to find out your grades for your course assignments.

Southern New Hampshire University Policies

More information about SNHU policies can be found at
https://my.snhu.edu/Academics/Pages/SyllabiStatements.aspx.

Continuing Education Center Instructor Availability: All undergraduate Continuing Education instructors at all center locations (Manchester, Nashua, Salem, Portsmouth, and Brunswick, Maine) will be available to students for a minimum of four additional hours of face-to-face meeting time per term. This time is in addition to the required 20 hours of face-to-face time in hybrid classes and the required 40 hours of face-to-face time in lecture classes. How the additional meeting time is utilized is at the discretion of the instructor and may vary by course.
Academic Honesty Policy: Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Students involved in such activities are subject to serious disciplinary action. Plagiarism is defined as the use, whether by paraphrase or direct quotation, of the published or unpublished work of another without full and clear acknowledgment. Cheating includes the giving or receiving of unauthorized assistance on quizzes, examinations, or written assignments from any source not approved by the instructor. Understand that in taking this course, your assignments may be submitted to Turnitin.com or other plagiarism-detection services and reviewed for textual similarity suggestive of plagiarism. All submitted papers are subsequently included as source material in the Turnitin.com database for the purpose of detecting plagiarism in other submitted work. Please review the Turnitin.com Usage Policy should you have any questions. For more about academic dishonesty, please refer to the undergraduate or graduate catalogs.
ADA/504 Compliance Statement: Southern New Hampshire University is committed to and concerned with meeting the needs of students challenged by physical, sensory, psychiatric and/or learning disabilities with regard to the Americans with Disabilities Act (ADA), as amended, and Section 504 of the 1973 Rehabilitation Act. At the beginning of each term, or as soon as you become aware of a disability, we encourage you to contact the Office of Disability Services to discuss accommodations for which you may be qualified.   For questions concerning support services, documentation guidelines, or general disability issues: Office of Disability Services, Exeter Hall, Suite 59

Hyla Jaffe, Director

603.626.9100 ext. 2386

h.jaffe@snhu.edu

For questions concerning disability-related compliance matters, grievance, or legal issues:

Ms. Jet Goldberg, ADA/504 Compliance Officer

Director of Wellness Center

603-645-9679

j.goldberg@snhu.edu

Technical Support: Support for Blackboard or other technology issues via phone, chat, and online form submission is available from the SNHU Technology Help Desk at http://www.snhu.edu/techsupport including 1.855.877.9919. Technical support is available 24/7.

Academic Assistance: Online students enrolled in undergraduate courses in the areas of math, writing, accounting, and statistics will have access to Smarthinking online tutoring:

https://my.snhu.edu/offices/COCE/Tutoring/Pages/default.aspx.

Library Resources Statement: In addition to the intellectual resources available onsite and online, https://my.snhu.edu/Academics/Library/Pages/default.aspx, Shapiro Library makes available group and one-on-one instruction in information literacy, enabling students to define and articulate what knowledge-based resources are relevant to their research interests. Library staff are available to assist students in effectively and efficiently accessing information from credible sources, to compare new knowledge with prior beliefs, and to consider the related ethical, legal, and socioeconomic issues that are inherent in scholarly investigation.

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