



# Administration (ADMN) 417

## International Business Management (Revision 6)

**Status:**

Replaced with new revision, see the [course listing](#)  for the current revision 

**Delivery mode:**

[Individualized study online](#) . Delivered via Brightspace.

**Credits:**

3

**Area of study:**

Applied Studies (Business and Administrative Studies)

**Prerequisites:**

None. However [ADMN 232](#) and/or [MKTG 396](#) are recommended.

**Precluded:**

None

**Challenge:**

ADMN 417 has a challenge for credit option.

**Faculty:**

[Faculty of Business](#) 

## Overview

This overview course is designed to expose business majors to salient dimensions of the worldwide business activity of international firms. In general, international firms are defined as small and medium-sized enterprises whose current and/or future operations transcend national boundaries; these enterprises can be “for-profit” as well as “not-for-profit” organizations.

ADMN 417 explores key international business dimensions in terms of their core concepts, and highlights the business and social implications of these core concepts from the perspective of managers and public-policy makers. The course introduces students to international business “hot” topics such as global social responsibility, but emphasizes a Canadian perspective on these topics. When appropriate, ADMN 417 includes material on non-profit and non-governmental organizations.

## Outline

### Unit 1: Macro-Level Influences on International Business

- Lesson 1: Globalization
- Lesson 2: Cross-cultural Business
- Lesson 3: Politics, Law and Business Ethics

### Unit 2: International Business and International Firms

- Lesson 4: International Trade
- Lesson 5: Regional Economic Integration
- Lesson 6: Foreign Direct Investment

### Unit 3: Configuring Firms for International Business

- Lesson 7: Analyzing International Opportunities
- Lesson 8: Selecting and Managing Entry Modes
- Lesson 9: International Human Resource Management

## Learning outcomes

After you have completed this course, you should be able to

- demonstrate a basic understanding of the ideas, theories, and methods of international business.
- recognize factors that promote and inhibit international business activity.
- discuss the cultural, political, and legal context in which international business operates.
- discuss ethical issues surrounding international business.
- recognize and analyze international business problems and offer solutions.

## Evaluation

To **receive credit** [↗](#) for ADMN 417, you must complete and submit three written assignments and pass a Final Examination. The passing grade for the Final Examination is 50 percent and you must achieve a course composite grade of at least **D (50 percent)** [↗](#). The chart below provides the credit weight associated with each of these requirements.

| Activity                 | Weight      | Complete by    |
|--------------------------|-------------|----------------|
| Assignment 1             | 15%         | After Lesson 3 |
| Assignment 2             | 15%         | After Lesson 6 |
| Assignment 3             | 20%         | After Lesson 9 |
| Final Online Examination | 50%         | After Lesson 9 |
| <b>Total</b>             | <b>100%</b> |                |

The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades** [↗](#) section of the Calendar.

If you are not satisfied with the grade you receive on an examination, or if you receive a grade below 50 percent, you may write a supplemental examination. If you write a supplemental examination, your final grade will be the higher of the grades received on the supplemental or original exam.

## Materials

### Digital course materials

Links to the following course materials will be made available in the course:

Wild, J. J., & Wild, K. L. (2019). *International business: The challenges of globalization* (9th ed.). Pearson Education Inc. ISBN: 978-0-13-472922

## Other Resources

All other learning resources will be available online.

## Challenge for credit

### Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

### Evaluation

To **receive credit** [↗](#) for the ADMN 417 challenge registration, you must achieve a grade of at least **D (50 percent)** [↗](#) on the examination.

| Activity    | Weight |
|-------------|--------|
| Online Exam | 100%   |

| Activity     | Weight      |
|--------------|-------------|
| <b>Total</b> | <b>100%</b> |



**Challenge for credit course registration form**

## Important links

- › [Academic advising](#)
- › [Program planning](#)
- › [Request assistance](#)
- › [Support services at AU](#)

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

*Opened in Revision 6, January 26, 2024*

*Updated November 3, 2025*

View **previous revision**