BUSINESS 1701
Section A
Introduction to International Business
Fall, 2013-14

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Office hours        Tuesday 3:00-4:00, Thursday 3:00-4:00
Class               Tuesday and Thursday, 1:30-2:30, 1415 Southam
                    Tutorial: Friday, 1:30-2:30, 182 Unicentre
Text                Global Business Today, 3rd Canadian edition, Charles Hill and

Prerequisite(s): registration in B.I.B.

Course Objectives

This course has three main objectives. The first is to introduce the student to basic
concepts and theories underpinning the context, operation and flow of international
business. This discussion includes the conduct of international trade, the institutions
and agreements that provide structure for global commerce and the organizations,
both large and small, which facilitate international business. This material is meant to
provide an integrated framework that allows the student to understand various aspects
of international business not as individual facts but as parts of a systematic whole.
This provides a basis for more advanced courses that address specific aspects of
international business and international management.

The second objective of the course is to heighten students’ awareness of current issues
in the field. Every country has to address concerns with international trade and
foreign investment. While many of these issues persist over time, their importance
varies in unpredictable ways. Since all the students in the class have embarked on a
degree in international business, they require an understanding not only of basic
principles but how these forces impact on countries, businesses and individuals on a
daily basis. Discussion in class, informal quizzes and country analyses will highlight
these issues.
The third aim of the course is to refine students’ communication skills. Success in university and in your later career will depend largely on your ability to communicate your ideas clearly and convincingly. Facility in communication goes beyond being able to read and write clearly. The capacity to reason systematically, to analyze complex issues and to evaluate and integrate information from multiple sources is the basis for effective communication. As part of the course you will write four papers of varying length which will be evaluated on how well they are crafted as well as on their content. Each paper will be critiqued with information provided on how they can be improved. Students will also participate in an oral presentation.

**Course Schedule**

<table>
<thead>
<tr>
<th>Week 0</th>
<th>Introduction</th>
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<tbody>
<tr>
<td>Reading</td>
<td>No reading required</td>
</tr>
<tr>
<td>Sep. 5</td>
<td>Why study international business?</td>
</tr>
<tr>
<td>Sep. 6</td>
<td>Tutorial</td>
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<thead>
<tr>
<th>Week 1</th>
<th>Globalization</th>
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<tbody>
<tr>
<td>Reading</td>
<td>Hill, chapter 1</td>
</tr>
<tr>
<td>Sep. 10</td>
<td>The process of globalization</td>
</tr>
<tr>
<td>Sep. 12</td>
<td>Evaluating globalization</td>
</tr>
<tr>
<td>Sep. 13</td>
<td>Tutorial</td>
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<tr>
<th>Week 2</th>
<th>Political, Economic and Legal Differences</th>
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<tbody>
<tr>
<td>Reading</td>
<td>Hill, chapter 2</td>
</tr>
<tr>
<td>Sep. 17</td>
<td>Varieties of economic systems</td>
</tr>
<tr>
<td>Sep. 19</td>
<td>Political and legal structures</td>
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<tr>
<td>Sep. 20</td>
<td>Tutorial</td>
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<tr>
<th>Week 3</th>
<th>Ethics and corporate social governance in international business</th>
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<tbody>
<tr>
<td>Reading</td>
<td>Hill chapter 4</td>
</tr>
<tr>
<td>Sep. 24</td>
<td>Ethical issues in international business</td>
</tr>
<tr>
<td>Sep. 26</td>
<td>Approaches to corporate and personnel responsibility</td>
</tr>
<tr>
<td>Sep. 27</td>
<td>Tutorial, <strong>first paper due</strong></td>
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<tr>
<th>Week 4</th>
<th>Theories of International Trade</th>
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<tbody>
<tr>
<td>Reading</td>
<td>Hill, chapter 5</td>
</tr>
<tr>
<td>Oct. 1</td>
<td>Mercantilism, absolute and comparative advantage</td>
</tr>
<tr>
<td>Oct. 3</td>
<td>Modern theories of international trade</td>
</tr>
<tr>
<td>Oct. 4</td>
<td>Tutorial</td>
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<tr>
<th>Week 5</th>
<th>Enhancing and restricting International Trade</th>
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<tbody>
<tr>
<td>Reading</td>
<td>Hill, chapter 6</td>
</tr>
<tr>
<td>Oct. 8</td>
<td>Subsidies and protection</td>
</tr>
<tr>
<td>Oct. 10</td>
<td>The WTO and trade liberalization</td>
</tr>
<tr>
<td>Oct. 11</td>
<td>Tutorial</td>
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<th>Week 6</th>
<th>Foreign Direct Investment</th>
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<tbody>
<tr>
<td>Reading</td>
<td>Hill, chapter 7</td>
</tr>
<tr>
<td>Oct. 15</td>
<td>Drivers of FDI</td>
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Oct. 17 Costs and benefits of FDI
Oct. 18 Tutorial, second paper due

Week 7 Trade Blocs
Reading: Hill, chapter 8
Oct. 22 The drive toward regional integration
Oct. 24 The effects of trade blocs
Oct. 25 Tutorial

Oct. 28-Nov. 1 Fall break, no classes

Week 8 International Strategy
Reading: Hill, chapter 11
Nov. 5 Drivers of international strategy
Nov. 7 Types of international strategy
Nov. 8 Tutorial

Week 9 Modes of Entry
Reading: Hill, chapter 12
Nov. 12 Choosing a mode of entry
Nov. 14 International partnerships
Nov. 15 Tutorial, third paper due

Week 10 International Business in Developing Countries
Nov. 19 Investing in the bottom of the pyramid
Nov. 21 Managing in developing countries
Nov. 22 Tutorial

Week 11 Foreign Exchange
Reading: Hill, chapter 9
Nov. 26 The foreign exchange market and exchange rate risk
Nov. 28 Factors affecting exchange rates
Nov. 29 No tutorial
Nov. 30 Presentations*

Week 12 The International Monetary System
Reading: Hill, chapter 10
Dec. 3 The evolution of the world monetary system
Dec. 5 Exchange rates, the IMF and the World Bank,
Dec. 6 No tutorial, fourth paper due

*On Saturday, November 30 students will be required to participate in a two-hour block of presentations. Details and schedule will be arranged early in the term.
Assignments and Assessment

The weights for the six assignments in this course are given below. The four papers are due in class on the days indicated. **Late papers will have two points per day deducted from their final mark. Papers will not be accepted more than five days after they are due.** These will be relatively short papers on a subject that will be announced in class. Each paper will be evaluated both for writing style and content. The grade will be assigned on content and organization, but papers that are deemed as unsatisfactory in terms of style will be returned for rewriting and the grade not assigned until the paper has been revised satisfactorily. These papers must be revised and resubmitted with a week of their return. The fourth paper will be a more extensive analysis of a topic that will be assigned in class. Students receive two grades for the presentation. One reflects their presentation performance while the other is based on the content of the presentation as a whole. The final exam will cover material from the entire course. The date and time of the final exam will be announced approximately halfway through the semester.

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<tr>
<th>Assignment</th>
<th>Weight</th>
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<tr>
<td>Papers 1 through 3 each</td>
<td>10%</td>
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<tr>
<td>Paper 4</td>
<td>20%</td>
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<tr>
<td>Presentation</td>
<td>20%</td>
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<tr>
<td>Final</td>
<td>30%</td>
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**Required calculator in BUSI course examinations**

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

**Group work**

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

**Medical certificate**

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form. [http://www1.carleton.ca/registrar/forms/](http://www1.carleton.ca/registrar/forms/)

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

- A+ = 90-100
- A  = 85-89
- A - = 80-84
- B+ = 77-79
- B  = 73-76
- B - = 70-72
- C+ = 67-69
- C  = 63-66
- C - = 60-62
- D+ = 57-59
- D  = 53-56
- D - = 50-52
F = Below 50  WDN = Withdrawn from the course
ABS = Student absent from final exam
DEF = Deferred (See above)
FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

**Academic Regulations, Accommodations, Plagiarism, Etc.**
University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university’s website, here: http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/

**Requests for Academic Accommodations**

**Academic Accommodations for Students with Disabilities**

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your *Letter of Accommodation* at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

**For Religious Obligations:**
Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event. Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student. Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton’s Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.
For Pregnancy:
Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity
Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/.

Assistance for Students:
Student Academic Success Centre (SASC): www.carleton.ca/sasc
Writing Tutorial Services: http://www1.carleton.ca/sasc/writing-tutorial-service/
Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

Important Information:
- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean’s approval.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting https://portal.carleton.ca/