BUSI 2701D  
**Fundamentals of International Business**  
Winter 2016

<table>
<thead>
<tr>
<th>Instructor: Dr. El Banna, Alia</th>
<th>meeting time</th>
<th>location</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail: <a href="mailto:alia.elbanna@carleton.ca">alia.elbanna@carleton.ca</a></td>
<td>Section D: Fri 14:35 - 17:25</td>
<td>UC 231</td>
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<tr>
<td>Office hours: Mon 10:30 - 11:30</td>
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<td>904 DT</td>
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**Undergraduate Calendar Description:**

Introduction to the context and operation of international business. Topics include international trade theory, trade agreements and blocs, international finance, global marketing, international human resource management and global strategy.

**Course Description:**

International business is an aspect of human enterprise, which impacts most people, governments and institutions around the world. Whether you are a consumer of a product imported from a foreign nation, the government of a developing country hoping to create jobs through investment from a multinational corporation, or a domestic company suddenly experiencing competition from an off-shore firm, you are affected by the laws, agreements and institutions which govern international business. This course will examine the conceptual and practical aspects of international business and the management of firms operating in an international environment. Topics will include international trade theory, the international business environment, trade agreements and regional economic integration, and global strategy and marketing.

**Text:**


**Learning Objectives:**

1. Understand why countries and businesses engage in international trade.

2. Understand the economic, legal, political and cultural aspects of the environments in which multinational businesses operate.

3. Become familiar with regional economic organizations / agreements such as the European Union and the North American Free Trade Agreement, and international trade organizations such as the World Trade Organization.

4. Understand how basic business functions (e.g. marketing) are affected when operations involve multiple countries and cultures.
Course Restrictions: Section D is open to all programs except BCom & BIB; Precludes additional credit for BUSI 1701 and BUSI 2702.

Course Prerequisites: n/a

Grading Scheme:

<table>
<thead>
<tr>
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<th>Assignment #1</th>
<th>20%</th>
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<tbody>
<tr>
<td>Individual/group</td>
<td>Assignment #2</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm Exam</td>
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<td>20%</td>
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<tr>
<td>Formally Scheduled Final Exam</td>
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<td>40%</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>100%</strong></td>
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A 2% bonus mark will be awarded for effective class participation – active, substantive, and continuous contribution to the class discussion.

Your final course grade will be a weighted average of each of the grading scheme components. Please ensure that all submissions include name and student number.

- **Assignment #1:** Each student will submit their country analysis and sign a submission sheet in class on February 5th. Detailed requirements for the assignment will be posted on cuLearn.

- **Assignment #2:** Each student (or in groups of two) will submit their company analysis and sign a submission sheet in class on April 8th. Detailed requirements for the assignment will be posted on cuLearn.

Communications with Instructor:

Please use instructor’s email (alia.elbanna@carleton.ca) and note that as per Carleton policy, I can only answer student emails sent from Carleton connect accounts. When possible, I will endeavour to answer all emails within 48 hours. If I receive email that was not sent from a Carleton connect account or if the email is not in an appropriate business format, I will simply hit the reply button and you will receive your email back again.

Late Assignment Policy:

To ensure fairness to all students, penalties will be applied to late assignments. Failure to submit an assignment on time will result in an initial penalty of ten (10) percentage points on the first day, followed by an additional five (5) percentage points per day thereafter. For example, an assignment that would normally merit a grade of 80% would receive a grade of 70% if submitted after the deadline on the due date, 65% if submitted the following day, and so on.

Policy on Mobile Devices:

The use of mobile communications devices such as cellular phones is NOT PERMITTED in this
class. It is disruptive to the instructor and class members. If you carry such a device to class, please make sure it is turned off. In the case of laptops, please ensure that they are used for class related activity only.

Course Schedule

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Date</th>
<th>Topics/Agenda</th>
<th>Pre-class Prep</th>
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<tbody>
<tr>
<td>1</td>
<td>08-Jan</td>
<td>Introduction &amp; Course outline</td>
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<tr>
<td>2</td>
<td>15-Jan</td>
<td>Globalization</td>
<td>Read: Text Ch. 1</td>
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<tr>
<td>3</td>
<td>22-Jan</td>
<td>Macro environmental country differences: Political, Economic, Legal, Cultural</td>
<td>Read: Text Ch. 2,3</td>
</tr>
<tr>
<td>4</td>
<td>29-Jan</td>
<td>International trade</td>
<td>Read: Text Ch. 5</td>
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<tr>
<td>5</td>
<td>05-Feb</td>
<td>The international trading system</td>
<td>Read: Text Ch. 6</td>
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<tr>
<td>6</td>
<td>12-Feb</td>
<td>Foreign direct investment</td>
<td>Read: Text Ch. 7</td>
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<tr>
<td>7</td>
<td>26-Feb</td>
<td>Regional economic integration</td>
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<tr>
<td>8</td>
<td>04-Mar</td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>11-Mar</td>
<td>The strategy of international business</td>
<td>Read: Text Ch. 11</td>
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<tr>
<td>10</td>
<td>18-Mar</td>
<td>Modes of Market Entry</td>
<td>Read: Text Ch. 12</td>
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<tr>
<td>11</td>
<td>01-Apr</td>
<td>Global marketing and R&amp;D</td>
<td>Read: Text Ch. 14</td>
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</table>
| 12      | 08-Apr   | Global production, logistics, and human resource management | Assignment #2 due
                                  | Read: Text Ch. 15
                                  | Read: Text Ch. 16

Satisfactory in-term performance

- The criteria for satisfactory in-term performance are (a) taking both term tests (midterm and final), and (b) submitting both assignments, with a minimum average grade of 50% in these four deliverables.
- Unsatisfactory in-term performance will lead to failure in the course.
- Failure to submit any of the two assignments will result in a grade of FND (Failure with No Deferral).
Additional information from the Sprott School of Business

Course Sharing Websites
Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

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 are required to provide one.

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  B+ = 77-79  C+ = 67-69  D+ = 57-59
A   = 85-89   B   = 73-76   C   = 63-66   D   = 53-56
A-  = 80-84   B-  = 70-72   C-  = 60-62   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/

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 2015 exam period is November 6, 2015 and for the April 2016 exam period is March 6, 2016.

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 cooperation 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/.

Sprott Student Services
The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study...
skills advising, and overall academic success support. If you’re having a difficult time with this
course or others, or just need some guidance on how to successfully complete your Sprott degree,
please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss
grades, course selection, tutoring, concentrations, and will ensure that you get connected with the
resources you need to succeed! http://sprott.carleton.ca/students/undergraduate/support-services/

Be in the know with what’s happening at Sprott: Follow @SprottStudents and find us on Facebook Sprott

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/

Important Dates & Deadlines – Winter 2016

**January 6**
Winter-term classes begin. Late Charges now apply.

**January 19**
Last day for registration for winter term courses.
Last day to change courses or sections (including auditing) for winter term courses.
Students who have not deposited (via automated upload) the final copy of their
thesis to the office of the Faculty of Graduate and Postdoctoral Affairs must register.

**January 31**
Last day for a fee adjustment when withdrawing from Winter term courses or the
Winter portion of two-term courses. Withdrawals after this date will create no
financial change to Winter term fees (financial withdrawal).

**February 12**
April examination schedule available online.

**February 12-20**
Term deferred examinations will be held

**February 15**
Statutory holiday, University closed.

**February 15-19**
Winter Break. Classes are suspended.

**March 1**
Last day for UHIP refund applications for International Students who will be
graduating this academic year.
Last day for receipt of applications from potential spring (June) graduates.

**March 6**
Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal
Examination Accommodation Forms for April examinations.

**March 24**
Last day to pay any remaining balance on your Student Account submit to avoid a
hold on access to marks through Carleton Central and the release of transcripts and
other official documents. An account balance may delay Summer 2014 course
selection.

**March 25**
Statutory holiday, University closed.
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>April 1</td>
<td>Last day for receipt of applications for admission to an undergraduate program for the fall/winter session, from candidates whose documents originate outside Canada or the United States, except for applications due February 1 or March 1</td>
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<tr>
<td>April 8</td>
<td>Winter term ends.</td>
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<td>Last day of fall/winter and winter-term classes.</td>
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<td>Last day for academic withdrawal from fall/winter and winter term courses.</td>
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<td>Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.</td>
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<td>April 9-10</td>
<td>No classes or examinations take place</td>
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<td>April 11-23</td>
<td>Final examinations in winter term and fall/winter courses may be held.</td>
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<td>Examinations are normally held all 7 days of the week.</td>
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<td>April 15</td>
<td>Winter Co-op Work Term Reports are due.</td>
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<td>April 23</td>
<td>All take home examinations are due on this day.</td>
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<td>June 6-16</td>
<td>Fall/winter and winter term deferred final examinations will be held.</td>
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