Classroom: Southam Hall 306

Class Time: Monday 11:35 am - 2:25 pm (11:35 – 14:25)


Email: william.clements @carleton.ca

Office: Dunton Tower # 919

Office hours: Monday 3:30 PM – 5:00 PM (15:30 – 17:00)


Undergraduate Course Calendar:

Fundamentals of International Business
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.
Precludes additional credit for BUSI 1701 and BUSI 2702.

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 offshore firm, you are affected by the laws, agreements and institutions that 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.

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: As set by Sprott School of Business.
Course Prerequisites: n/a

Grading Scheme:

<table>
<thead>
<tr>
<th></th>
<th>Assignment #1</th>
<th>Assignment #2</th>
<th>Midterm Exam</th>
<th>Formally Scheduled Final Exam</th>
<th>Total</th>
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<tbody>
<tr>
<td>Individual</td>
<td></td>
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<td></td>
<td></td>
<td>100%</td>
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<td></td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>40%</td>
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There will be up to a 3% point ‘bonus’ available for good participation in class discussions. Attendance in class is insufficient to gain the bonus marks – you should have prepared the case(s) and be ready to discuss the questions, participate in the discussions on weekly news items and offer suggestions to general questions asked in class.

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

- Assignment #1: Each student will submit a country analysis into the Assignment #1 Dropbox in cuLearn by 12:00 AM (midnight) on Monday, 22nd February 2016. Detailed requirements for the assignment will be posted on cuLearn. Submissions must be in the format specified in the requirements.

- Assignment #2: Each student will submit a company analysis into the Assignment #2 Dropbox in cuLearn by 12:00 AM (midnight) on Monday, 4th of April 2016. Detailed requirements for the assignment will be posted on cuLearn. Submissions must be in the format specified in the requirements, and with required citations.

Late assignment policy:

There is a penalty of 5% per day for late assignments.

Midterm test and final test
The midterm test will be held during regular class time and will consist of multiple choice questions based on the textbook chapters assigned up to the test date and all lectures and materials covered in the classes. Students who are unable to write the midterm exam due to a certified illness will have the weight of the midterm exam added to their final test. The final test will be held during the formal exam period and will be based on the textbook chapters and all lectures and materials covered in class (with an emphasis on material covered subsequent to the midterm test).

**Satisfactory in-term performance**

1. Unless otherwise stated below in item #2, the requirement for Satisfactory In-term Performance is set at 50% of all, not each, pre-final term work (i.e. assignments, participation marks, tests etc.).

2. Unsatisfactory In-term Performance in this course will lead to failure in this course (regardless of the performance at the Final exam or final project)

   Yes☑️ No☐

   FND grade in this course (in case of missed Final exam or project)

   Yes☐ No☑️

**Communications with instructor:**

Please use the instructor’s email (william.clements@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 24 hours.

For questions that have already been covered in class, please review the course outline and other documents posted on CuLearn, and use the CuLearn course discussion group to find out whether your classmates can assist you.

Please ensure that any communication is clearly expressed, as if it were a business communication, and as briefly as possible.

**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. Inappropriate use of your wireless/laptop in class will be noted and will affect your grade.
# Course Schedule:

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Date</th>
<th>Topics/Agenda</th>
<th>Mandatory pre-class preparation</th>
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<tbody>
<tr>
<td>1</td>
<td>11(^{\text{th}}) January</td>
<td>Introduction &amp; course outline&lt;br&gt;The global economy</td>
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<tr>
<td>2</td>
<td>18(^{\text{th}}) January</td>
<td>Globalization and trade&lt;br&gt;Characteristics of international businesses</td>
<td><strong>Read</strong>: course text, chapter 1</td>
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<tr>
<td>3</td>
<td>25(^{\text{th}}) January</td>
<td>Country business environment</td>
<td><strong>Read</strong>: course text, chapters 2 &amp; 3</td>
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<tr>
<td>4</td>
<td>1(^{\text{st}}) February</td>
<td>International trade theory</td>
<td><strong>Read</strong>: course text, chapters 5 &amp; 7</td>
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<tr>
<td>5</td>
<td>8(^{\text{th}}) February</td>
<td>The international trading system</td>
<td><strong>Read</strong>: course text, chapter 6</td>
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<td></td>
<td>15(^{\text{th}}) February</td>
<td><strong>Winter break – no class</strong></td>
<td></td>
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<tr>
<td>6</td>
<td>22(^{\text{nd}}) February</td>
<td>Regional economic integration&lt;br&gt;<strong>Assignment #1 due</strong></td>
<td><strong>Read</strong>: course text, chapter 8</td>
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<tr>
<td>7</td>
<td>29(^{\text{th}}) February</td>
<td><strong>Midterm Exam</strong>&lt;br&gt;2 hours&lt;br&gt;(No lecture afterwards)</td>
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<tr>
<td>8</td>
<td>7(^{\text{th}}) March</td>
<td>Finance in international business</td>
<td><strong>Read</strong>: course text, chapters 9, 10 and 13</td>
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<tr>
<td>9</td>
<td>14(^{\text{th}}) March</td>
<td>The strategy of international business&lt;br&gt;Modes of entry</td>
<td><strong>Read</strong>: course text, chapters 11 &amp; 12</td>
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<tr>
<td>10</td>
<td>21(^{\text{st}}) March</td>
<td>Global marketing and R&amp;D</td>
<td><strong>Read</strong>: course text, chapter 13 &amp; 14</td>
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<tr>
<td>11</td>
<td>28(^{\text{th}}) March</td>
<td>Global production and logistics</td>
<td><strong>Read</strong>: course text, chapter 15</td>
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<tr>
<td>12</td>
<td>4(^{\text{th}}) April</td>
<td>Global human resource management&lt;br&gt;<strong>Assignment #2 due.</strong></td>
<td><strong>Read</strong>: course text, chapter 16</td>
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<td>TDB</td>
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<td>Course Summary/Exam Preparation</td>
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</table>
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.

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, 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/](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 2016 exam period is November 6, 2016 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 are 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 that is available, along with resources for compliance at [http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/](http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/).

**Assistance for Students:**
Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)
Peer Assisted Study Sessions (PASS): [www.carleton.ca/sasc/peer-assisted-study-sessions](http://www.carleton.ca/sasc/peer-assisted-study-sessions)

**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 SprottStudents Sprott.

**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/](https://portal.carleton.ca/)