BUSA 2701E
Fundamentals of International Business
Winter 2013

Instructor      Wade Rose, PhD
Office          1007 Dunton Tower
Email           wade_rose@carleton.ca
Office hours    Wednesday 10:00 am - 11:00 am
Class           Wednesday 11:35 am - 2:25 pm, 240 Tory Building

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.

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:** Open to BComm students only.

**Course Prerequisites:** n/a

**Grading Scheme:**

<table>
<thead>
<tr>
<th>Individual</th>
<th>Assignment #1</th>
<th>20%</th>
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<tbody>
<tr>
<td></td>
<td>Assignment #2</td>
<td>20%</td>
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<tr>
<td></td>
<td>Midterm Exam</td>
<td>20%</td>
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<tr>
<td></td>
<td>Final Exam</td>
<td>40%</td>
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<td><strong>Total</strong></td>
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<td>100%</td>
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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 a country analysis into the Assignment #1 Dropbox in WebCT by 10:00 am on 6 February. Detailed requirements for the assignment will be posted on WebCT.

Assignment #2: Each student will submit a company analysis of a firm with international operations into the Assignment #2 Dropbox in WebCT by 10:00 am on 3 April. Detailed requirements for the assignment will be posted on WebCT.

If the midterm is missed due to medical reasons and a medical certificate completed by a physician is provided to the instructor, the weight of the midterm will be added to the final exam.

**Communications with Instructor:**

Please use instructor’s email (wade_rose@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. 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.

BUSI 2701D Course Schedule:

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Date</th>
<th>Topics/Agenda</th>
<th>Pre-class Prep</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>9 Jan</td>
<td>Introduction &amp; Course outline</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Overview of Business and the Firm</td>
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<tr>
<td>2</td>
<td>16 Jan</td>
<td>Globalization</td>
<td>Read: Text Ch. 1 including cases</td>
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<tr>
<td>3</td>
<td>23 Jan</td>
<td>Macro environmental country differences</td>
<td>Read: Text Ch. 2 including cases</td>
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<tr>
<td></td>
<td></td>
<td>Political</td>
<td>Skim: Text Ch. 3</td>
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<tr>
<td></td>
<td></td>
<td>Economic</td>
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<tr>
<td></td>
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<td>Legal</td>
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<td></td>
<td></td>
<td>Culture</td>
<td></td>
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<tr>
<td>4</td>
<td>30 Jan</td>
<td>Why engage in international trade?</td>
<td>Read: Text Ch. 5 including cases</td>
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<td></td>
<td></td>
<td>International trade theory</td>
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<td>5</td>
<td>6 Feb</td>
<td>The international trading system</td>
<td>Read: Text Ch. 6 including cases</td>
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<td>Assignment #1 due</td>
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<tr>
<td>6</td>
<td>13 Feb</td>
<td>Foreign direct investment</td>
<td>Read: Text Ch. 7 including cases</td>
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<td></td>
<td>20 Feb</td>
<td>No class – Winter Break</td>
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<td>7</td>
<td>27 Feb</td>
<td>Regional economic integration</td>
<td>Read: Text Ch. 8 including cases</td>
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<td></td>
<td>Midterm Exam</td>
<td></td>
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<tr>
<td>8</td>
<td>6 Mar</td>
<td>The strategy of international business</td>
<td>Read: Text Ch. 11 except pages 390-396, including cases</td>
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<td>9</td>
<td>13 Mar</td>
<td>Modes of entry (e.g. joint ventures)</td>
<td>Read: Text Ch. 12 plus pages 390-396, including cases</td>
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<tr>
<td>10</td>
<td>20 Mar</td>
<td>Global marketing and R&amp;D</td>
<td>Read: Text Ch. 14 including cases</td>
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<tr>
<td>11</td>
<td>27 Mar</td>
<td>Global production and logistics</td>
<td>Read: Text Ch. 15 including cases</td>
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<td>12</td>
<td>3 Apr</td>
<td>Global human resource management</td>
<td>Read: Text Ch. 16 including cases</td>
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<tr>
<td></td>
<td></td>
<td>Assignment #2 due.</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://www2.carleton.ca/registrar/forms/](http://www2.carleton.ca/registrar/forms/)

**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*).

**Religious observance**
Students requesting academic accommodation on the basis of religious observance 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 academic 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.

**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.

**Plagiarism**
The University Senate defines plagiarism in the regulations on instructional offenses as: "to use and pass off as one's own idea or product work of another without expressly giving credit to another."

Borrowing someone else's answers, unauthorized possession of tests or answers to tests, or possession of material designed in answering exam questions, are also subject to university policy regarding instructional offences. For more information on Carleton University's Academic Integrity Policy, consult: [http://www1.carleton.ca/studentaffairs/academic-integrity/](http://www1.carleton.ca/studentaffairs/academic-integrity/)

**Important Dates & Deadlines – Winter 2013**

**January 7, 2013**

Winter-term classes begin.

**January 18, 2013**

Last day for registration for winter term courses.
Last day to change courses or sections for winter term courses.
January 31, 2013

Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.

February 1, 2013

Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the 2013-14 fall/winter session.

February 15, 2013

April examination schedule available online.

February 15-23, 2013

Fall-term deferred examinations will be written. Examinations are normally held in the day and evening during the Monday to Saturday period. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

February 18, 2013

Statutory holiday. University closed.

February 18-22, 2013

Winter Break, classes suspended.

March 1, 2013

Last day for receipt of applications from potential Spring (June) graduates.
Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the 2013-2014 fall/winter session.
Last day for receipt of applications for admission to a program for the 2013 summer terms.

March 8, 2013

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.
March 27, 2013

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).

March 29, 2013

Statutory holiday. University closed.

April 1, 2013

Last day for receipt of applications for admission to a program (except Bachelor of Architectural Studies, Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, Bachelor of Music, and Bachelor of Social Work, for the 2013-2014 fall/winter session, from candidates whose documents originate outside Canada or the United States.

April 10, 2013

Winter term ends.
All classes follow a FRIDAY schedule.
Last day of fall/winter and winter-term classes.
Last day for academic withdrawal from fall/winter and winter-term courses.
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.

April 11-12, 2013

Review period. No classes take place.

April 13-27, 2013

Final examinations in winter term and fall/winter courses may be held. It may be necessary to schedule examinations during the day for classes held in the evening and vice versa. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

April 16, 2013

Winter Co-op Work Term Reports are due.

April 27, 2013

All take home examinations are due on this day.