Carleton University
Sprott School of Business

BUSI 3704 A:

THE ENVIRONMENT OF INTERNATIONAL BUSINESS
Fall 2013

Instructor: Abdulghany Mohamed, Ph.D.
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Email: Abdulghany.Mohamed@carleton.ca
Class-room: TBA
Class Days and Times: Wednesdays 11.35am-2:25pm.
Office Hours: Wednesdays 3:00-4:30pm or by appointment

PREREQUISITE
Third-year standing, and BUSI 2101 or BUSI 2702 with a grade of C or higher and ECON 1000 with a grade of C- or higher.

TEXT BOOK AND OTHER RESOURCES:

In addition to the textbook, key/required readings are assigned from other sources (e.g., periodicals, etc) as deemed appropriate (see detailed schedule on the long version of the course outline posted on WebCT for full titles). Moreover, throughout the semester/course students will be encouraged to read the current business press with a keen eye on thought provoking topics pertaining to the international business environment. Supplementary readings will be posted separately on WebCT.
ASSESSMENT
(1) Class Participation 15 %
(2) Individual Case Study Analysis (Textbook-based Case Study) 10 %
(3) Mid-term Test (In-class) 10 %
(4) Final Examination 25 %
(5) Term Group Project: Comparative Country Analysis
   (i) Phase 1: Countries and Company Selection 5%
   (ii) Phase 2: Data Collection and Preliminary Analysis 10%
   (iii) Phase 3: Preliminary Report Presentation 10%
   (iv) Phase 4: Final Report 15%
   Total 100%

NOTE:
(1) Satisfactory in-term performance:
   (a) Unless otherwise stated below in item (b), the requirement for 
       Satisfactory Performance is set at 50% of all, not each, pre-final work 
       (i.e., assignments, participation marks, tests, etc.).
   (b) Students must participate and receive a mark (above zero) in each of 
       the five evaluation components in order to receive a passing grade.
   (c) Unsatisfactory in-term performance in this course will lead to failure in 
       this course regardless of the performance at the Final Exam or term 
       project.
   (d) A Failure with No Deferral (FND) grade will be assigned in this course 
       in case of missed Final Exam or Term Project.

(2) If you must miss the mid-term test due to verifiable illness (or, in rare 
     cases, some other circumstances beyond your control) you may apply to 
     shift the weight of the mid-term to the final exam by submitting a medical 
     certificate or other verifiable documentation to me—the instructor—no 
     later than five (5) calendar days after the midterm date. Please use the 
     medical certificate form found at: 

COURSE DESCRIPTION
International business does not occur in a vacuum. It happens and, is indeed, constituted 
and embedded in specific contexts: spatial and temporal; material and non-material; social and 
natural; internal and external to the key actors; and, at various levels including national and 
international, domestic and foreign. This course will primarily focus on understanding these 
environmental aspects of international trade and investment and their managerial implications. 
With the aid of practical examples and key theories linking environmental factors with business 
organizational strategies, structure, processes, identity, and performance, course participants will 
critically examine the environment’s main elements (including its characteristics/dimensions,
dynamics, and interrelationships with key actors) and its main effects on and implications for international business.

COURSE/LEARNING OBJECTIVES

The overarching aim of this course is to provide the student with a broad and deep understanding of the environment of international business and the opportunities and challenges it presents to firms operating in an international context in which the current phenomena of globalization and regionalism (and their associated impacts upon business) have to be contended with, examined, understood and managed.

Specifically, the course aims to provide the student with relevant theoretical insights and practical skills through a series of lectures, individual case study assignment, and participation in a collaborative group project (i.e., a basic “toolkit” of necessary theories, conceptual approaches, analytical/practical techniques, empirical evidence, etc.) that will enable the student to identify, analyze and critically assess the environment of international business -- all aimed at equipping the student to better understand the dynamic and complex nature of the milieu in which international business occurs as well as discern its patterns, resourcefulness and dynamics, and its relationship with business firms. Moreover, it is hoped that the theoretical, individual-and group-based research and practical skills/knowledge acquired in this course will help to prepare the student for more advanced study and/or for a career in international business. As such, upon completion of the course, students should be able to:

(a) Analyze, understand and discuss the various interacting facets of the environment of international business (i.e., firm, industry/market, social, economic, cultural, political, technological contexts, etc.) and their influences on international business.

(b) Appreciate and understand the role(s) of the various actors (governments, multilateral institutions, NGOS/CSOs, etc.) in shaping the strategies, structures, practices, and performance of a variety of business firms.

(c) Discern and evaluate the role/significance of regional blocs on international business.

(d) Apply the knowledge and understanding of the international business environment to current topical issues/cases; which, in turn, may help in the formulation of better-informed business policy decisions at the student’s (prospective) workplace.

(e) Understand how theories, concepts and principles learned in this and in other courses can be usefully applied as a framework for analyzing the international business environment and its relationship with business firms.

(f) Effectively apply the various techniques employed in the analysis of international business environment.

(g) Conduct individual and group oriented research in international business including the preparation and presentation of research reports.
COURSE STRUCTURE AND DELIVERY
Meeting on scheduled days/dates in three-hour sessions, this course will be structured on a lecture format and around five (5) broad activities:

(a) Class participation
Students will each week critically examine and discuss the assigned readings and issues. In fact, each session will begin by engaging students in a discussion of the key readings and a recap of the previous session’s material. All participants will be expected to take an active role in discussions. As such, each participant will be expected to have read all the required readings and be prepared to discuss the assigned readings and issues raised in the readings and class discussion. And, most importantly, class participation is predicated on the premise that class attendance for each and every student is mandatory throughout the semester.

(b) Individual Case Study Analysis
Each student will hand in a written analysis on one chapter-based case study from the textbook on a chosen/assigned date. A random assignment of case studies will take place on Sessions 1 and 2 of the semester; and individual written reports (in both hard and soft copy versions) will be due during the respective session a student is assigned. Guidelines on case analysis and a schedule of individual case allotments will be posted on WebCT.

(c) Mid-term Test (in-class).
Students will be required to sit an in-class mid-term test on a scheduled date (Session 6: October 16th, 2013).

(d) Final Exam
Students will be required to sit a written formal final examination as scheduled by the university.

(e) Term Group Project: Comparative Country Analysis
Course participants will be required to take part in a group-based project. This assignment, to be undertaken in four phases/stages, will entail an in-depth analysis of two prospective countries (list to be provided) that a Canadian (or North American) company is contemplating to enter, expand/grow its operations or to exit. The detailed requirements of this project – specified in a set of guidelines and marking rubrics -- are provided separately on WebCT.
<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Key Readings/Project Due Dates</th>
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<tbody>
<tr>
<td>Session 1</td>
<td>Introduction and Course Overview</td>
<td>• Individual case selection&lt;br&gt;• Project Groups formation</td>
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<tr>
<td>September 11th, 2013</td>
<td>The Environment of International Business: What is It? How can it be assessed?</td>
<td>• Hamilton &amp; Webster, Chapters 3,4&amp;5&lt;br&gt;• Porter (2008)&lt;br&gt;• Individual case selection&lt;br&gt;• Project Groups formation;&lt;br&gt;• Library Session</td>
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<td>Session 3</td>
<td>Globalization and the Shaping of the International Business Environment</td>
<td>• Hamilton &amp; Webster, Chapter 1&lt;br&gt;• James (1990)</td>
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<td>September 25th, 2013</td>
<td>The Regional Dimension of the Global Political Economy</td>
<td>• Baldwin (1997); Levy (2006); Panagariya (1999); Väyrynen (2003)&lt;br&gt;<strong>Term Project: Phase #1 due</strong></td>
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<td>Session 5</td>
<td>The Global Economy in the Context of a Variety of National Economic Systems</td>
<td>• Hamilton &amp; Webster, Chapter 2</td>
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<td>October 9th, 2013</td>
<td>Diverse and Dynamic Social and Cultural Environments</td>
<td>• Hamilton &amp; Webster, Chapter 6&lt;br&gt;• For the scope of readings for the Mid-term Test see notes posted on WebCT.</td>
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<td>Session 7</td>
<td>The Technological Environment &amp; Innovation</td>
<td>• Hamilton &amp; Webster, Chapter 7</td>
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<td>October 23rd, 2013</td>
<td>Diverse and Changing Political and Legal Environments</td>
<td>• Hamilton &amp; Webster Chapters 8 &amp; 9&lt;br&gt;<strong>Term Project: Phase #2 due</strong></td>
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<td>Session 9</td>
<td>International Financial Markets &amp; Systems</td>
<td>• Hamilton &amp; Webster, Chapter 10&lt;br&gt;• Kose, et al. (2007)</td>
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<td>November 13th, 2013</td>
<td>The Natural Environment &amp; Corporate Social Responsibility</td>
<td>• Hamilton &amp; Webster, Chapters 11&amp;12&lt;br&gt;• Kelly (2008); Kolstad &amp; Wiig (2009); Lee (2008).&lt;br&gt;<strong>Term Project: Phase 3</strong> (hard and soft copy) for presenting groups due in class.&lt;br&gt;<strong>Final reports (Phase 4)</strong> for groups presenting this session are due a week thereafter.</td>
</tr>
<tr>
<td>Session 10</td>
<td>Group Presentations (Phase 3) for assigned teams</td>
<td>• Term Project: Phase 3 (hard and soft copy) for presenting groups due in class.&lt;br&gt;<strong>Final reports (Phase 4)</strong> for groups presenting this session are due a week thereafter.</td>
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<tr>
<td>November 27th, 2013</td>
<td>• Group Presentations (Phase 3) for assigned teams</td>
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<tr>
<td>Session 11</td>
<td>Course Wrap Up</td>
<td>• Term Project: Phase 3 (hard and soft copy) for presenting groups due in class.&lt;br&gt;<strong>Final reports (Phase 4)</strong> for groups presenting this session are due a week thereafter.</td>
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<tr>
<td>December 4th, 2013</td>
<td>• Course Wrap Up</td>
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IMPORTANT ADDITIONAL INFORMATION

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/

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](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)

**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/)

**Important Dates & Deadlines - Fall Term 2013**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tr>
<td>September 1, 2013</td>
<td>Last day for receipt of applications from potential fall (November) graduates.</td>
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<tr>
<td>September 2, 2013</td>
<td>Statutory holiday, University closed.</td>
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<tr>
<td>September 3, 2013</td>
<td>Fall term begins. Orientation for teaching assistants.</td>
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<tr>
<td>September 3-4, 2013</td>
<td>Academic Orientation. All students are expected to be on campus. Class and laboratory preparations departmental introductions for students and other academic preparation activities will be held.</td>
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<tr>
<td>September 5, 2013</td>
<td>Fall and fall/winter classes begin.</td>
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<tr>
<td>September 18, 2013</td>
<td>Last day of registration for fall term and fall/winter courses. Last day to change courses or sections (including auditing) for fall/winter and fall term courses.</td>
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<tr>
<td>September 27-28, 2013</td>
<td>Summer deferred final examinations to be written. Summer deferred final examinations to be written.</td>
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<tr>
<td>September 30, 2013</td>
<td>Last day to withdraw from fall term and fall/winter courses with a full fee adjustment.</td>
</tr>
<tr>
<td>October 11, 2013</td>
<td>December examination schedule (fall term final and fall/winter mid-terms) available online.</td>
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<tr>
<td>October 14, 2013</td>
<td>Statutory holiday, University closed.</td>
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<tr>
<td>October 15, 2013</td>
<td>Last day for receipt of applications for admission to a degree program for the winter term from applicants whose documents originate from outside Canada or</td>
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<td>Date</td>
<td>Activity</td>
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<tr>
<td>October 28-November 1, 2013</td>
<td>Fall break, no classes.</td>
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<tr>
<td>November 8, 2013</td>
<td>Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for December examinations.</td>
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<tr>
<td>November 15, 2013</td>
<td>Last day for receipt of applications for admission to a degree program for the winter term.</td>
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<tr>
<td>November 25, 2013</td>
<td>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).</td>
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<tr>
<td>December 1, 2013</td>
<td>Last day for receipt of applications from potential winter (February) graduates. Fall term ends. Last day of fall-term classes. Last day for academic withdrawal from fall 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 term courses. Last day for receipt of applications for degree program transfers for winter term.</td>
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<tr>
<td>December 9, 2013</td>
<td>No classes or examinations take place. Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.</td>
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<tr>
<td>December 10, 2013</td>
<td>Fall Co-op Work Term Reports due. Fall Co-op Work Term Reports due. All take home examinations are due.</td>
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<tr>
<td>December 22, 2013</td>
<td>All take home examinations are due.</td>
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<tr>
<td>December 25, 2013 to January 1, 2014</td>
<td>University closed.</td>
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