



CARLETON UNIVERSITY
BUSI 1701 / A
2019 / FALL
Introduction to International Business

Instructor: Daniel Gulanowski, PhD.
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Office Hours: By appointment
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Course meets: Tuesdays and Thursdays, 6:35 pm – 7:55 pm

Tutorial meets: Thursdays, 8:05 pm – 8:55 pm

Pre-requisites & precluded Courses: Restricted to B.I.B. students. Precludes additional credit for BUSI 2701, BUSI 2703.

Course Calendar description from the 2019/2020 University calendar:

Introduction to the principles and practices of international business. Topics include the impact of culture and the political, economic, and legal systems on global strategy, international institutions, theories of cross-border trade, and the characteristics and effects of regional trade blocs.

Course Description:

This course will introduce the students to basic theoretical concepts and practical aspects of international business and the management of firms operating in an international environment. Topics will include the international business environment (e.g., political, economic, and legal differences), international trade, foreign direct investments, regional integration, international strategies, modes of entry, and global marketing. 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 course provides a basis for more advanced courses that address specific aspects of international business and international management.

Learning Outcomes:

1. Understand the economic, legal, and political aspects of the environments in which multinational businesses operate.
2. Understand why countries and businesses engage in international trade and foreign direct investment.
3. Understand various factors influencing multinational companies' international strategies, modes of entry, and marketing.
4. Understand regional economic integration and international trade organizations and agreements.



Reading(s)/Textbook(s)/Required Materials:

Global Business Today, 5th Canadian edition; Charles W. L. Hill, G. Tomas M. Hult, Thomas McKaig; Canada: McGraw-Hill Ryerson Ltd, 2018. ISBN 978-1259271250.

Additional readings will be posted on cuLearn.

Course Requirements & Methods of Evaluation (including due dates):

Individual	Participation	5%	
Individual	Midterm Test	20%	October 31
Individual	Tutorials and Workshops	10%	November 12
Group	Presentation	20%	TBD
Group	Term Paper	20%	December 5
Individual	Final Test	25%	Formally Scheduled
	Total	100%	

Final course grade will be a weighted average of each of the grading scheme components. Attendance and participation are mandatory.

Assignments

Detailed requirements for the assignments will be posted on CuLearn. Assignments must be uploaded on CuLearn before deadline.

Late assignment policy:

Late assignments are not accepted and result in an automatic 0%.

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 class. Students who are unable to write the midterm exam for valid reasons (medical emergency or family emergency) will have the option to write a makeup exam or have the weight of the midterm exam added to their final exam. Students missing the midterm for a certified illness must notify me before the midterm if possible, and must provide a medical certificate within 48 hours following the midterm for these options to apply.

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.

Communications

Information will be communicated during class on a regular basis. In addition, this information will be posted on CuLearn. This site will be the primary source for course materials including announcements, assignments, supplemental lecture slides, etc. Therefore, please check the course CuLearn site very regularly. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on CuLearn as soon as possible.

Wireless Devices and Laptop Usage

The use of wireless devices and laptops is only allowed for activities related to the class. Inappropriate use of your wireless / laptop in class will be noted.

Email Policy

I generally answer emails within 24 hours. However, 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 forum to find out whether your classmates can assist you. Note that Carleton University requires that you use your Carleton email account. **Clearly indicate course and section in the subject line to speed up replies.** I expect professionally written business emails. Inappropriate emails will be returned, unanswered, to the sender.

Course Schedule:

Week	Dates	Topics/Agenda	Readings
1	Sep 10	Introduction & Course outline	
	Sep 12	Globalization Tutorial	Text Ch. 1
2	Sep 17	Political and Economic Differences	Text Ch. 2
	Sep 19	Legal and Geographic Differences Tutorial	Text Ch. 3
3	Sep 24	Theories of International Trade	Text Ch. 5
	Sep 26	Enhancing and Restricting International Trade Tutorial	Text Ch. 6
4	Oct 1	Foreign Direct Investment	Text Ch. 7
	Oct 3	Trade Blocs and Regional Integration Tutorial	Text Ch. 8
5	Oct 8	International Strategy part 1	Text Ch. 11
	Oct 10	International Strategy part 2 Tutorial	Text Ch. 11
6	Oct 15	Workshops	
	Oct 17	Workshops Tutorial	
	Oct 22	NO CLASS – Fall Break	
	Oct 24	NO CLASS – Fall Break	
7	Oct 29	Modes of Entry	Text Ch. 12
	Oct 31	Midterm Test	
8	Nov 5	Global Marketing part 1	Text Ch. 14
	Nov 7	Global Marketing part 2 Tutorial	Text Ch. 14
9	Nov 12	Presentations	
	Nov 14	Presentations Tutorial	
10	Nov 19	Presentations	
	Nov 21	Presentations Tutorial	
11	Nov 26	Presentations	
	Nov 28	Presentations Tutorial	
12	Dec 3	Presentations	
	Dec 5	Course Conclusion Term Paper	

ADDITIONAL INFORMATION

Course Sharing Websites

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			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

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 Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC 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 your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

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; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, 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: <https://carleton.ca/registrar/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 are 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/learning-support/>

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

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.
 - 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 CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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