



**BUSINESS 1701**  
**Section A & Section C**  
**Introduction to International Business**  
*Fall, 2014*

<b>Instructor</b>	William Clements	
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<b>Office hours</b>	Section A	Monday and Wednesday, 1000-1100
	Section C	Tuesday and Thursday, 1500-1600
<b>Class</b>	Section A	BUSI 1701A Monday/Wednesday 1135-1225
	Section C	BUSI 1701C Tuesday/Thursday 1335-1425
<b>Classroom Location</b>	To be advised	
<b>Tutorial Location</b>	To be advised	
<b>Text</b>	Global Business Today, 3 <sup>rd</sup> Canadian edition, Charles Hill and Thomas McKaig Boston: McGraw-Hill Ryerson, 2012.	
<b>Prerequisite(s):</b>	Registration in B.I.B.	

**Course Objectives**

This course has three main objectives. The **first** is to introduce the student to basic concepts and theories underpinning the context, operation and flow of international business.

The **second** objective of the course is to heighten students' awareness of current issues in the field.

The **third** objective of the course is to refine students' communication skills.

**Learning Outcomes**

Directly related to the three (3) course objectives listed above, by the end of the course in International Business BUSI 1701 students, we expect students to aspire to

and achieve a high level of success. The learning outcomes students should achieve are highlighted below.

### 1) Understanding Concepts and Theories for International Business

Students that succeed in 1701 will gain an understanding of the scale and complexity of the various dimensions to international business. Students will learn about the global trading system, including major trends toward a global marketplace, and how complexities such as differences in language, culture, history, and political views may sometimes complicate the evolution of a global marketplace.

Our goal together will be to compare political systems and institutions, to contrast the structures of companies doing business in international markets, and to examine and critique corporate strategies in developing these markets. Together we will also explore ethical issues in international business. And we will dissect what drives companies to enter the international arena, and what facilitates their success.

By the end of term in 1701, students should be able to explain to an interested questioner what is propelling the trend to globalization in our era, and what this means for consumers, and for companies & workers, and for governments. Students should be able to discuss differences in regional markets, to describe the institutions and agreements that provide structure for global commerce; and to understand how supra-national organizations, both large and small, facilitate international business.

### 2) Awareness of Current Issues in International Business

Students will learn that every country has to address some issues and concerns with international trade and foreign investment. Because all the students in the class BUSI 1701 have embarked on a degree in international business, they will require an understanding not only of basic principles, but also how the a solid understanding of the forces involved in globalization (for and against) that have an impact on countries, businesses and individuals on a daily basis.

Discussion in class, informal quizzes and country analyses will highlight these issues. Students will explain these issues in their analysis, and examine their respective importance.

### 3) Enhanced and Improved Communication Skills

The third objective of the course is to refine each student's communication skills. Success in university and in your later career will depend greatly on your ability to communicate your ideas clearly and convincingly. Facility in communication goes beyond being able to read and write clearly. The capacity to reason systematically, to analyse complex issues, and to evaluate and integrate information from multiple sources is the basis for effective communication.

As part of the course you will be required to write four papers of varying length which will be evaluated on how well they are crafted as well as on their content. Each paper will be critiqued with information provided back to you on how the paper could be improved. Students will also participate in an oral presentation.

The aim of the course objective is to help students improve on their abilities to explain and contrast complex arguments, and to discuss issues affecting international business. The procession of assigned papers of increasing length should help students improve their respective skills: organizing their papers, constructing a position or explanation or argument on the subject, critiquing and contrasting (where appropriate), then reaching an appropriate summary and conclusion.

It must be repeated for greater emphasis: Success in your career will depend greatly on your ability to communicate your ideas clearly and convincingly. Communication should then include sound analysis, reasonable conclusions, and a strong ability to communicate clearly. So an appropriate outcome for our course BUSI 1701 should be improvement in written and verbal presentation skills.

### Course Schedule

<b><u>Week/Dates</u></b>	<b><u>Theme</u></b>	<b><u>Reading</u></b>	<b><u>Tutorial</u></b>
Week 0  <b>Section C:</b> Thursday, 4 September	Introduction: Why study international business?	No reading required	No Tutorial
Week 1  <b>Section A:</b> Mon. 8 Sep Wed. 10 Sep <b>Section C:</b> Tues. 9 Sep Thur. 11 Sep	Introduction: Why study international business?  &  Globalization	Hill, chapter 1 <ul style="list-style-type: none"> <li>• The process of globalization</li> <li>• Evaluating globalization</li> </ul>	Tutorial  Mon. 8 Sept  1335-1425  (Tutorial is for both sections)
Week 2  <b>Section A:</b> Mon. 15 Sep Wed. 17 Sep <b>Section C:</b> Tues. 16 Sep Thur. 18 Sep	Political, Economic and Legal Differences	Hill, chapter 2 <ul style="list-style-type: none"> <li>• Varieties of economic systems</li> <li>• Political and legal structures</li> </ul>	Tutorial  Mon. 15 Sept  1335-1425
Week 3  <b>Section A:</b> Mon. 22 Sep Wed. 24 Sep <b>Section C:</b> Tues. 23 Sep Thur. 25 Sep	Ethics and corporate social governance in international business	Hill chapter 4 <ul style="list-style-type: none"> <li>• Ethical issues in international business</li> <li>• Approaches to corporate and personnel responsibility</li> </ul>	Tutorial  Mon. 22 Sept  1335-1425  <b>First paper due</b>

<b><u>Week/Dates</u></b>	<b><u>Theme</u></b>	<b><u>Reading</u></b>	<b><u>Tutorial</u></b>
Week 4  <b>Section A:</b> Mon. 29 Sep Wed. 1 Oct <b>Section C:</b> Tues. 30 Sep Thur. 2 Oct.	Theories of International Trade	Hill, chapter 5 <ul style="list-style-type: none"> <li>• Mercantilism, absolute and comparative advantage</li> <li>• Modern theories of international trade</li> </ul>	Tutorial  Mon. 29 Sept  1335-1425
Week 5  <b>Section A:</b> Mon. 6 Oct Wed. 8 Oct <b>Section C:</b> Tues. 7 Oct Thur. 9 Oct	Enhancing and restricting International Trade	Hill, chapter 6 <ul style="list-style-type: none"> <li>• Subsidies and protection</li> <li>• The WTO and trade liberalization</li> </ul>	Tutorial  Mon. 6 Oct  1335-1425
Week 6  <b>Section A:</b> Wed. 15 Oct <b>Section C:</b> Tues. 14 Oct Thur. 16 Oct	Foreign Direct Investment	Hill, chapter 7 <ul style="list-style-type: none"> <li>• Drivers of FDI</li> <li>• Costs and benefits of FDI</li> </ul>	No Tutorial - Thanksgiving  <b>Second paper due</b>
Week 7  <b>Section A:</b> Mon. 20 Oct Wed. 22 Oct <b>Section C:</b> Tues. 21 Oct Thur. 23 Oct	Trade Blocs	Hill, chapter 8 <ul style="list-style-type: none"> <li>• The drive toward regional integration</li> <li>• The effects of trade blocs</li> </ul>	Tutorial  Mon. 20 Oct  1335-1425

*Week of 27 – 31 October 2014*

*Fall break No classes or tutorial !*

<b><u>Week/Dates</u></b>	<b><u>Theme</u></b>	<b><u>Reading</u></b>	<b><u>Tutorial</u></b>
Week 8  <b>Section A:</b> Mon. 3 Nov Wed. 5 Nov <b>Section C:</b> Tues. 4 Nov Thur. 6 Nov	International Strategy	Hill, chapter 11 <ul style="list-style-type: none"> <li>• Drivers of international strategy</li> <li>• Types of international strategy</li> </ul>	Tutorial  Mon. 3 Nov  1335-1425

<b>Week/Dates</b>	<b>Theme</b>	<b>Reading</b>	<b>Tutorial</b>
Week 9  <b>Section A:</b> Mon. 10 Nov Wed. 12 Nov <b>Section C:</b> Tues. 11 Nov Thur. 13 Nov	Modes of Entry	Hill, chapter 12 <ul style="list-style-type: none"> <li>• Choosing a mode of entry</li> <li>• International partnerships</li> </ul>	Tutorial  Mon. 10 Nov  1335-1425  <b>Third paper due</b>
Week 10  <b>Section A:</b> Mon. 17 Nov Wed. 19 Nov <b>Section C:</b> Tues. 18 Nov Thur. 20 Nov	International Business in Developing Countries	“Serving the World’s Poor, Profitably”, C.K. Prahalad and Allen Hammond, <i>Harvard Business Review</i> , 80 (9): 48-57, 2002.  Managing Risk in an Unstable World”, I. Bremmer, <i>Harvard Business Review</i> , 83 (6): 51-59, 2005. <ul style="list-style-type: none"> <li>• Investing in the bottom of the pyramid</li> <li>• Managing in developing countries</li> </ul>	Tutorial  Mon. 17 Nov  1335-1425
Week 11 (*)  <b>Section A:</b> Mon. 24 Nov Wed. 26 Nov <b>Section C:</b> Tues. 25 Nov Thur. 27 Nov	Foreign Exchange	Hill, chapter 9 <ul style="list-style-type: none"> <li>• The foreign exchange market and exchange rate risk</li> <li>• Factors affecting exchange rates</li> </ul>	<b>Section C</b>  <b>Mon. 24 Nov</b> <b>1335-1425</b>  Section C Presentations
Week 12 (*)  <b>Section A:</b> Mon. 1 Dec Wed. 3 Dec <b>Section C:</b> Tues. 2 Dec Thur. 4 Dec	The International Monetary System	Hill, chapter 10 <ul style="list-style-type: none"> <li>• The evolution of the world monetary system</li> <li>• Exchange rates, the IMF and the World Bank</li> </ul>	Section A  Mon. 1 Dec 1335-1425 Section A Presentations  <b>Fourth paper due</b>

\*On Monday, **24 November** Section C students will be required to participate in a one-hour block of presentations in our tutorial time slot; followed on Monday, **1 December** with Section C required to participate in a one-hour block of presentations in our tutorial slot. Details and schedule will be arranged early in the term.

### **Assignments and Assessment**

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The weights for the six assignments in this course are given below. The four papers are due in class during the week indicated, and for which final deadlines will be announced in our 1<sup>st</sup> lecture.

**Late papers will have two points per day deducted from their final mark. Papers will not be accepted more than five days after they are due.**

These will be relatively short papers on a subject that will be announced in class. Each paper will be evaluated both for writing style and content. The grade will be assigned on content and organization, but papers that are deemed as unsatisfactory in terms of style will be returned for rewriting and the grade not assigned until the paper has been revised satisfactorily. These papers must be revised and resubmitted with a week of their return. The fourth paper will be a more extensive analysis of a topic that will be assigned in class. Students receive two grades for the presentation. One reflects their presentation performance while the other is based on the content of the presentation as a whole. The final exam will cover material from the entire course. The date and time of the final exam will be announced approximately half way through the semester.

Papers 1 through 3 each	10%
Paper 4	20%
Presentation	20%
Final	30%

### **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/>

### **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](mailto: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.

- - The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2014 exam period is November 7, 2014 and for the April 2015 exam period is March 6, 2015.

#### *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)

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

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/>
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