



BUSI 2701: Fundamentals of International Business

SUMMER 2025

Instructor	Guoliang Frank Jiang, Ph.D.
Email Address	Frank.jiang@carleton.ca
Class Times	Monday & Wednesday, 18:05 - 20:55
Modality	In-person
Office Hours	By appointment
Office Location	5056 Nicol

Pre-Requisites & Preclusions:

Prerequisites: BUSI 1800

Preclusions: Precludes additional credit for BUSI 1701, BUSI 2703

Course Description/Instructor's Statement

Carleton Calendar Description (Find at <https://calendar.carleton.ca/undergrad/courses/BUSI/>) 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.

Instructor's Description:

International business is an aspect of human enterprise that 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.

Course 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.

Required/Optional Materials & Prices

Global Business Today

- Charles W. L. Hill, Tomas McKaig, Frank Cotae, and Jacqueline Musabende; 7th Canadian Edition; McGraw-Hill Ryerson Ltd, 2024.
- Rent (Digital): **\$71.00** [180 Days]
- Purchase (Paperback): **\$149.50** | Purchase (Digital): **\$119.00** [Lifetime]
- ISBN-13: 9781264853526
- Connect will NOT be used during the course
- Students can use the second-hand copy as long as it is the 7th Canadian edition.

Please purchase the textbook(s) from the campus bookstore in Nideyinàn (formerly the University Centre) or through the bookstore website: <https://carleton.ca/campus-services/the-bookstore/>.

Grading Scheme

Assignment #1	30%
Assignment #2	40%
Exam	20%
Class Engagement	10%
TOTAL	100%

Important Dates to Note

Assignment #1	July 21 st , 2025
Exam	August 6 th , 2025
Assignment #2	August 13 th , 2025
Class Engagement	The duration of the course

University Academic Calendar: <https://calendar.carleton.ca/academicyear/>

Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



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