



BUSI 2701B: Fundamentals of International Business

FALL 2025

Instructor	Prof. Guoliang Frank Jiang
Email Address	Frank.jiang@carleton.ca
Class Times	Wed, 2:35 pm - 5:25 pm
Modality	In-person
Office Hours	By appointment
Office Location	5056 Nicol Building
TA Name/Email	

Pre-Requisites & Preclusions:

Prerequisites: BUSI 1800

Preclusions: 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.

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4. Understand how basic business functions (e.g. marketing) are affected when operations involve multiple countries and cultures.

Textbook

Global Business Today, 7th Canadian edition; Charles W. L. Hill, Tomas McKaig, Frank Cotaé, and Jacqueline Musabende; Canada: McGraw-Hill Ryerson Ltd, 2024.

- An estimated cost for this textbook is CAD 69 before tax for the e-book available for 180 days (99 before tax for lifetime access) and 139.95 for the hard copy (before tax). We will not use Connect in this course.
- The link to the textbook publisher is: <https://www.mheducation.ca/product/global-business-today-9781264853526-can-group#tab-label-product-description-title>
- You can also purchase the textbook from the campus bookstore in Nideyinàn (formerly the University Centre) or its website (<https://carleton.ca/campus-services/the-bookstore/>)
- Students can use a second-hand copy of the textbook as long as it is 7th edition.

Grading Scheme

Exam #1	25
Exam #2	25
Term paper	35
Engagements	15
TOTAL	100%

Important Dates to Note

Exam #1	Oct 8, 2025
Exam #2	Nov 12, 2025
Term paper	Nov 26, 2025
Engagements	Ongoing

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

Policies & Accommodations

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

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



Stay updated with important notifications and announcements from Carleton University, by downloading the Carleton University App!

Methods of Evaluation

Individual	Exam #1	25%	Each exam is an in-class e-proctored assessment. Students should bring their laptops to class (read below for the <i>computing requirements</i>). Detailed instructions will be shared on Brightspace.
Individual	Exam #2	25%	
Individual	Term paper	35%	This is the end of the term paper due on the last day of class. Detailed instructions will be shared on Brightspace.
Group	Engagements	15%	There are 6 in-class group-based engagement exercises in this course. Your final grade will be calculated using your five highest-scoring engagement exercises. Engagement activities can only be completed during the scheduled class time. Make-up opportunities will not be provided for missed activities. Further instructions will be given in class.
	Total	100%	

Computing requirement for exams

The minimum computing requirements for e-proctoring service are as follows:

- Hardware: Laptop
- OS: Windows 10, Mac OS 10.14, Linux Ubuntu 18.04
- Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge

Note: Chromebooks, tablets (Android, iOS, Windows), and smartphones are not supported by CoMaS at this time. You must complete your exams using Windows-based or MacOS computers.

Late Assignment:

This policy applies to the term paper. Assignments submitted after the deadline will receive the following penalties: 0-24 hours late: 5% penalty / 24-48 hours late: 15% penalty (5+10) / 48-72 hours late: 25% penalty (5+10+10) / Assignments are not accepted 72 hours after the deadline. Exceptions to this include verifiable illness and emergencies, only when communicated directly to me within three business days following the due date.

Deferred Examinations/Assignments:

In the event that you are unable to write an exam due to extenuating circumstances (such as a death in the family, illness, etc.), you must provide appropriate supporting documentation to your professor. Upon review, a deferred test may be offered. Please note that students who do not provide valid documentation or fail to offer a reasonable explanation for missing an assessment will receive a grade of 0% for that test.

Deferrals will be held on Mondays, at 7:15 am. Specific dates will be shared in class and on Brightspace.

Preparation and Participation:

Students are expected to read relevant chapters before coming to class because lectures cover only a selection of important concepts and discussions. Reading the assigned chapters in advance can also prepare students to excel in their in-class group engagement exercises.

Course Schedule

Week #	Week of	Topic	Readings
1	Sep. 3	Course introduction & Globalization	Ch. 1
2	Sep. 10	Country differences in political economy	Ch. 2
3	Sep. 17	Cultural differences Ethics in international business Engagement #1	Ch. 3 & 4
4	Sep. 24	International trade theories Engagement #2	Ch. 5
5	Oct. 1	Government policy and international trade Regional economic integration	Ch. 6 & 8
6	Oct. 8	Foreign direct investment Exam #1 (in-class, e-proctored)	Ch. 7
7	Oct. 15	The Strategy of International Business Engagement #3	Ch. 11
		Fall Break – No Class	
8	Oct. 29	Entering Developed & Emerging Markets Engagement #4	Ch. 12
9	Nov. 5	Global marketing and R&D Engagement #5	Ch. 14
10	Nov. 12	Exam #2 (in-class, e-proctored)	
11	Nov. 19	Global production, outsourcing & logistics Engagement #6	Ch. 15
12	Nov. 26	Global Human Resource Management Term paper due	Ch. 16

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>			✓	
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>		✓		
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>			✓	
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>			✓	
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>				

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, followership, 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.

Grading

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

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students*

in Medical and Other Extenuating Circumstances, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

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

Pregnancy Accommodation

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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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 Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

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 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 <https://carleton.ca/its/get-started/new-students-2/>
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