



**INTERNATIONAL BUSINESS
ENVIRONMENT**

BUSI 3704A
FALL 2025

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TA:
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Modality: In Person, although it may be possible
that 1-2 sessions be delivered online.

Class Times: Thursdays 11.25 am – 2.25 pm

In order to stay updated with important notifications and announcements from Carleton University, please download the Carleton University App. This will ensure you receive timely information regarding your courses and other university-related updates throughout the term.

Pre-requisites: Third-year standing, BUSI 2701 or BUSI 2702 or BUSI 2703.

Course Calendar Description

Theories linking environmental factors and business strategy as a basis for study of some major factors and institutions shaping international business strategy. International trade patterns, regionalization, shifts in international finance, research and development and transnational data flows.

Course Description

This course explores the international business environment in which organizations operate. The course examines the structure and features of the international markets, how organizations engage with these markets, and how they respond to its complexities. Students are introduced to useful theoretical and analytical frameworks that are crucial to understanding the opportunities and risks derived from the political, economic, social, technological and institutional environment of countries. The course also reviews aspects of global institutions, such as the World Trade Organization (WTO) and International Monetary Fund (IMF), which set global

rules that profoundly affect business strategy and human welfare. Through this course, students are introduced to fundamental skills and competencies for further development towards an international business profession.

Drop Course Policy

The deadline for academic withdrawal follows the dates prescribed by Carleton University:
<https://calendar.carleton.ca/academicyear/>

The deadline to drop this course with full fee adjustment is September 30th, 2025. The last day to withdraw from full fall courses is November 15th, 2025.

Learning Outcomes: On successful completion of this course, students will be able to:

1. Understand and apply appropriate frameworks to analyze the international business environment;
2. Recognize and use relevant analytical tools to address issues of importance to international business practice;
3. Critically evaluate relevant international business literature;
4. Determine how the international business environment influences business practice.

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

Mandatory: Hamilton, L. & Webster, Ph. (2019). *The International Business Environment* (4th Edition), Oxford University Press

Current price of the paperback book at Oxford University Press website is US\$ \$113.00
There are no restrictions that would prevent students from using a second-hand copy of the textbook and/or learning material.

You have access to numerous resources in the library including scholarly journals and alternative contemporary texts on international business. You are encouraged to read widely and critically with a focus on recent work in periodicals, refereed academic journals and books.

Methods of Evaluation

See “Summary of Assignments and Evaluation” later in this section for due dates and marking weights. The due dates are also shown in the Course Schedule (page 6).

1. Two Tests (50%)

You will be tested for your knowledge and understanding of course concepts pertaining to the assigned topics. Test questions may include multiple choice and short scenario-based questions.

2. Understanding the International Business Environment Project (UIBE) (20%)

Team size: 4-5 students.

The international business environment is an important consideration for businesses intending to expand across borders. In this assessment, the students are required to conduct secondary research and produce an essay on international business environment, and make evidence-based recommendations of the market attractiveness, based on their analysis.

Page limit: 10-page report including executive summary and reference list. Exceeding the word limit will attract a 5% mark penalty and the exceeded part will not be graded.

The question you need to answer is:

“Is Brazil/South Korea/France (choose one country) an attractive market for Canadian beef?”

Students are required to choose one country only and focus on this country as a (potential) market for Canadian beef, by using relevant theories/frameworks covered in this course to make sense of the essay tasks. An analytical, rather than heavily descriptive, essay is expected. Use examples and evidence to support your argument. Keep your points clear and make them build towards a conclusion.

To succeed in this assessment, students should pay particular attention to the following:

- Logic and flow of argument;
- Ability to present your findings clearly and succinctly;
- Application of key relevant theories and concepts;
- Evidence of external information search;
- No appendix allowed. Figures, tables, and/or maps, if essential, should be included in the main body of the essay;
- Presentation: word limit, layout, language, referencing (Absence of or significant mistakes in referencing are deemed “fatal flaws” of academic integrity, resulting in the work receiving a low grade).
- Single spacing with 2.5 cm margins.
- Time New Roman or Arial size 12.
- Page numbers on each page.

You are required to submit a digital version of your assignments through the Brightspace assignments portal as a PDF. Direct emails to the professor will not be accepted NOR count as being “in the system”. No hardcopy is required. Please note that assignments will be passed through the “Grammarly” plagiarism checking software.

3. Presentation (UIBE) (20%)

All team members are expected to present the UIBE essay. All members will receive an identical team mark up to 10%, and each presenter will receive an individual mark up to 10% based on

their presentation performance.

The presentation will be approximately 15 mins, and you need to create a PowerPoint presentation and condense much of the information contained in your report. The most pertinent aspects to be covered in the presentation are your analysis and recommendation. These aspects must be framed with the appropriate information. Do not assume that the audience knows the material you decide to exclude. There is an element of creativity and showmanship to presenting, so the decision on how to frame your presentation is ultimately yours.

On delivering an excellent presentation, students need to specifically address the following issues:

- Adhere to a business dress code (smart casual is fine)
- Do not directly read from slides or cards
- Engage your audience
- Be creative and (appropriately) entertaining

For more useful information on how to give a “killer presentation”, see:
<https://hbr.org/2013/06/how-to-give-a-killer-presentation/>

It is also important to note that there will be approximately 5 mins of questions and answers after your presentation. As a presenter, your entire group will be responsible for fielding these questions in a convincing and confident manner. As an audience member, you are responsible for posing “good” questions that respectfully critique/challenge the presenting team’s position. A good question can be defined as one that is clear, thought-provoking, and specifically related to aspects of the presentation at hand. At the discretion of your professor, a 1% bonus (to your overall grade in the course) will be issued to any student who asks such a question.

4. Class Participation (10%)

CP is the classroom equivalent to professionals' participation in meetings. It is an important part of success in this course and is a specific assignment, not an option. Effective participation means (a) active, (b) substantive, and (c) continuous contribution. In other words, occasional non substantive comments or questions will not meet the requirements of this assignment. Performance is assessed by the instructor based on each participant's contribution, which may take the form, among others, of raising or answering questions, offering comments, enriching the class with relevant items of interest from the media or personal experiences, taking part in brief in-class and/or take-home quizzes, cases, or other exercises, and overall effort throughout the term. To participate, one has to be in class; so, while there is no specific requirement for attendance, it also affects the CP evaluation.

Summary of Assignments and Evaluation

Assignment	Session due	% of grade	
Two in-class tests			
First	8	25	
Second	12	25	50
Understanding International Business Environment Essay (UIBE) - Written Report	11	20	20
Understanding International Business Environment Essay (UIBE) Team Presentation	11	10	
Individual Presentation	11	10	20
Class Participation	1-12	10	10
Total			100

Deferred Examinations/Assignments:

If you wish to defer a **Formal Final Exam**, you – the student – must reach out to the registrar's office with the proper documentation prior to the deadline (please refer to <https://carleton.ca/registrar/deferral/> for dates). Once the request has been put through, your instructor will be notified for their approval. Your final exam will be formally scheduled. If you miss the deadline for applying for a deferral, please reach out to your instructor personally to discuss.

Deferred Midterm Date:

The ONLY date for the Test 1 deferral will be held on Monday, November 3rd, at 7:15 am in NI 4030. For the Test 2, will be held on Monday, December 1st, at 7:15 am in NI 4030. No other deferral options will be considered.

Preparation and Participation:

This schedule may be modified depending on the level of interest in the subjects to be discussed. It is each participant's responsibility to keep up to date with the course's overall progress as the term unfolds and with any specific changes announced in Brightspace.

Course Schedule

Session	Date	Theme	Text chapter	Assignments*
1	04.09.25	Introduction to the course Globalization and De-Globalization	1	Form teams
2	11.09.25	The Global Economy Analysis of Global Industries	2-3	
3	18.09.25	The Global Business Environment	4	
4	25.09.25	Corporate Social Responsibility	5	
5	02.10.25	Assessing Country Attractiveness	6	
6	09.10.25	The Socio-cultural Framework	7	
7	16.10.25	The Technological Framework The Political Environment	8-9	
8	30.10.25	Test 1	1-6	Test 1
9	06.11.25	The Legal Environment	10	
10	13.11.25	The Financial Framework The Ecological Environment	11 12	
11	20.11.25	Group Presentations		Presentations Reports due
12	27.11.25	Test 2		Test 2

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>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
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>				X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>				X

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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