



BUSI 2701I: Fundamentals of International Business

Fall 2026

Instructor	Daniel Gulanowski
Email Address	daniel.gulanowski@carleton.ca
Class Times	Fridays 8:35-11:25am
Modality	In-person
Office Hours	By appointment
Office Location	Online (or in-person by appointment)
TA Name/Email	To be determined

Pre-Requisites & Preclusions:

Preclusions: BUSI 1701 & BUSI 2703

BUSI 2701I Prerequisite: BUSI 1800

Course Description/Instructor's Statement

Carleton Calendar Description

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 Course Description:

This course will introduce students to the basic theoretical concepts and practical aspects of international business and the management of firms operating in a global environment. Topics will include the international business environment (e.g., political, economic, and legal differences), international trade, foreign direct investment, regional integration, international strategies, modes of entry, and global marketing. This material is designed to provide an integrated framework that helps students understand various aspects of international business not as isolated facts but as parts of a systematic whole. This course provides a foundation for more advanced courses addressing specific aspects of international business and management.

Course Learning Objectives:

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

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.

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4. Understand regional economic integration and international trade organizations and agreements.

Textbook

Global Business Today, 7th Canadian edition; Charles W. L. Hill, Thomas McKaig, Frank Cotaie, Jacqueline Musabende; Canada: McGraw-Hill, 2024. ISBN 978-1264853526.

- 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>
- You can also purchase the textbook from the campus bookstore in Nideyinàn 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 the 7th edition.

Grading Scheme

Exam #1	20%
Exam #2	25%
CSAS Workshops	10%
Group presentation	20%
Group Term Paper	20%
Engagement	5%
TOTAL	100%

Methods of Evaluations

Each exam is an in-class assessment. The group term paper is due on December 7. Detailed instructions about the exams, term paper, presentation, CSAC workshops, and engagement will be provided in class and posted on Brightspace.

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!

Preparation and Participation:

Students are expected to read relevant chapters before coming to class.

Course Schedule

Week #	Week of	Topics	Readings
1	Sep 11	Course introduction and Globalization	Ch. 1
2	Sep 18	Country differences: political economy & cultural environment	Ch. 2, 3
3	Sep 25	International trade theories	Ch. 5
4	Oct 2	International trading system	Ch. 6
5	Oct 9	Foreign direct investment & regional economic integration	Ch. 7, 8
6	Oct 16	Exam #1 (in-class)	
7	Oct 23	Global strategy	Ch. 11
	Oct 30	Fall break - No Class	
8	Nov 6	Entering foreign markets CSAS Workshops Due	Ch. 12
9	Nov 13	Global marketing and R&D	Ch. 14
10	Nov 20	Exam #2 (in-class) Global production, outsourcing, logistics	Ch. 15
11	Nov 27	Group Presentations	
12	Dec 4	Group Presentations Group Term Paper Due on Dec 7	

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

Late Assignments:

This policy applies to the group term paper. Assignments submitted after the deadline will incur the following penalties: 0-24 hours late: 10% penalty; 24-48 hours late: 20% penalty (10+10); 48-72 hours late: 25% penalty (5+10+10). Assignments are not accepted 72 hours after the deadline.

e-Proctoring

If e-Proctoring is implemented for digital exams, please note that tests and examinations in this course will use a mandatory remote proctoring service provided by Scheduling and Examination Services. You can find more information at <https://carleton.ca/ses/e-proctoring/> .

Students are responsible for ensuring that the application is working properly on your computer during the exam. Failure to ensure proper functioning of CoMaS will constitute a violation of the exam rules and may be grounds for an allegation that you have violated the Academic Integrity Policy.

The minimum computing requirements for this service are as follows:

Hardware: Desktop, or Laptop

OS: Windows 10 or higher, Mac OS 10.14 or higher

Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge

Internet Connection (High-Speed Internet Connection Recommended)

Webcam (HD resolution recommended)

Note: Tablets, Chromebooks, Smartphones and Windows-based tablets are not supported at this time.

Deferred In-Class Tests:

In the event that you are unable to write a midterm, test, or other scheduled assessments 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.

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

Use of Generative Artificial Intelligence

AI use in this course varies by assignment. Some activities will explicitly invite you to use AI tools; others will require work completed independently. Please read each assignment's instructions carefully for permitted and prohibited uses. When AI is used, be transparent about how you used it and apply critical judgment to verify its accuracy and relevance.

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).

Recommended Calculator for Examinations

If you are purchasing a calculator, we recommend anyone 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).

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, please review the [pregnancy academic accommodation process](#).

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, please review the [religious academic accommodation process](#).

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. For more details, visit the [Paul Menton Centre website](#).

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 where 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 the [Equity and Inclusive Communities website](#).

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. For more details, see the [Senate Policy on Accommodation for Student Activities \(PDF, 25 KB\)](#).

Academic Consideration for Medical and Other Extenuating Circumstances

Due to medical and other extenuating circumstances, students may occasionally be unable to fulfil the academic requirements of their course(s) in a timely manner. The university supports the academic development of students and aims to provide a fair environment for students to succeed academically. Medical and/or other extenuating circumstances are circumstances that are beyond a student's control, have a significant impact on the student's capacity to meet their

academic obligations, and could not have reasonably been prevented. Students may request Academic Consideration for Coursework or Other Academic Deliverable. For further information please review the [Procedure for Academic Consideration](#) and the [FAQ page](#).

Scheduling and Examination Support

Scheduling and Examination Services provides various supports for both in-term and end-of-term tests and exams. Details can be found on the [Exam Support website](#).

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 academicadvising@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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