



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

CARLETON UNIVERSITY
BUSI 2701 / C
Winter 2020
Fundamentals of International Business

Instructor: Dennis Sakalauskas
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Office Hours: By appointment only (scheduled via email)
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Course meets: Thursdays: 11:35am – 2:25pm

Pre-requisites & precluded Courses:

BUSI 1800. Precludes additional credit for BUSI 1701, BUSI 2703.

Course Calendar description from the 2019/2020 University calendar:

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.

Course Description:

International business is an aspect of human enterprise that impacts people, governments, organizations and institutions around the world. Whether a consumer of a product imported from a different country, the government of a developing nation hoping to create jobs through investment from a multinational corporation, or a local company suddenly experiencing competition from an offshore firm, all are affected by the agreements, competition, and market environments 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, regional economic integration, and also practical global management, sales, operations and marketing strategies.

Learning Outcomes:

1. Understand why multi-national businesses and major organizations work with, expand and engage in different countries in international business.
2. Understand the various aspects (example: cultural) of the environments in which multinational businesses operate.
3. Become familiar with regional economic organizations / agreements such as the European Union and the International Trade Organizations such as the World Trade Organization.
4. Understand how international business functions (e.g. marketing, sales, operations and human resource management) are affected when operations involve multiple countries and cultures.

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

Global Business Today, 5th Canadian edition; Charles W. L. Hill, G. Tomas M. Hult, Thomas McKaig; Canada: McGraw-Hill Ryerson Ltd, 2018. ISBN 978-1259271250.

Course Requirements & Methods of Evaluation (including due dates):

Individual	Assignment #1	20%	February 13 th
Individual	Midterm Exam	20%	March 5 th
Individual	Assignment #2	20%	April 2 nd
Individual	Final Exam	40%	Formally Scheduled
	Total	100%	

- Note: this will be a seminar style course where participation will be encouraged throughout the semester with countless opportunities to participation in each class.
- Moreover, in-class exercises and discussions will be a part of both the midterm as well as the final exams.

Assignments:

Detailed requirements for the assignments will be posted on CuLearn. Please see APPENDIX #1 for the recommended format, outline and evaluation criteria for both Assignment #1 and Assignment #2.

NOTE: Assignments must be uploaded on CuLearn before deadline (beginning of class on the due date). A submission folder on CU Learn will be created and available for all submissions. These folders will close no later than 72 hours after each due date.

- See **ASSIGNMENT #1 and ASSIGNMENT #2** for the recommended format as well as the *Sample of a Grading Rubric evaluation criteria* for each submission for this course.

Late assignment policy:

Late assignments will result in a deduction of 10% per day up to a maximum of 3 days (30% deduction) at which at that point (72 hours after the assignment is due) assignments will no longer be accepted.

Requests for a deferral for a report submission due to medical reasons or due to a scheduling conflict must go directly to Student Services and request a deferral.

Midterm Exam:

The Midterm Exam will be held during regular class time and will consist of multiple choice questions based on the textbook chapters assigned up to the test date and all lectures, discussions, documentaries and materials covered in class.

Students who are unable to write the midterm exam for valid reasons (medical emergency or family emergency) will have the option to write a makeup exam or have the weight of the midterm exam added to their final exam. This must be requested through the Carleton University Registrar's Office. Students missing the midterm for a certified illness must provide a medical certificate following the midterm for these options to apply.

Final Exam:

The Final Exam will be held during the formal exam period and will be based on the textbook chapters and all lectures, discussions, documentaries and materials covered in class throughout the course.

Communications and E-mail Guidelines:

Information will be communicated during class on a regular basis. In case of class cancellation due to inclement weather or other unforeseen circumstances, an email will be sent to the entire class at the earliest.

- **Email Account:** Always use your university account. E-mail from other domains (gmail, hotmail, yahoo...) may be automatically treated as spam. **Only e-mails from Carleton University e-mail address accounts are guaranteed to receive a response.**
- **Response Time:** Emails will be responded during business days (Monday – Friday) and please assume at least 24 hours to hear back. Therefore, it is always best to e-mail far in advance with questions / comments. **There is no guarantee for an immediate response to an e-mail which was sent the day before a class or the day before the due date of a presentation, exam or for a paper submission.**

Late assignment policy:

Once again, late assignments will result in a deduction of 10% per day up to a maximum of 3 days (30% deduction) at which at that point (72 hours after the assignment is due) assignments will no longer be accepted.

Requests for a deferral for a report submission due to medical reasons or due to a scheduling conflict must go directly to Student Services and request a deferral.

Submissions Assignments Format and Sample of a Grading Rubric Evaluation Criteria:

- See **ASSIGNMENT #1** and **ASSIGNMENT #2** for the recommended format as well as the *Sample of a Grading Rubric evaluation criteria* for each submission for this course.

Please note that it is not possible to submit extra course work to improve your mark.

NOTE: See the following two pages (#11 and #12) for the complete course outline and course schedule.

Course Schedule: *Fundamentals of International Business* BUSI 2701 C
Winter 2020
Thursdays 11:35am – 2:25pm

Lecture	Date	Topics/Agenda	Readings
1	January 9	Introduction and Globalization	Text Ch. 1
2	January 16	Country Differences: Political, Economic, Legal, Cultural	Text Ch. 2, 3
3	January 23	Country Differences: Political, Economic, Legal, Cultural	Text Ch. 2, 3
4	January 30	Ethics in International Business	Text Ch. 4
5	February 6	International trade and Competition	Text Ch. 5
6	February 13	Regional economic integration and Global Strategy DUE: Assignment #1	Text Ch. 8, 11
	February 20	NO CLASS – Reading Week	
7	February 27	Global Strategy (continued)	Text Ch. 11
8	March 5	Midterm exam Chapters 1, 2, 3, 5, 8, 11	2 hours
9	March 12	Entering Foreign Markets	Text Ch. 12, 13
10	March 19	Introduction to Global Marketing and R&D	Text Ch. 14
11	March 26	Global marketing and R&D (continued)	Text Ch. 14
12	April 2	Global human resource management DUE: Assignment #2	Text Ch. 16

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, 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			

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

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

Pregnancy 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

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. 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. 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 student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

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 hard 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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