



**BUSI 2701 D**  
*Fundamentals of International Business*  
**Winter 2014**

<b>Instructor</b>	Peter Cowan PhD
<b>Office</b>	Room 919-1 Dunton Tower
<b>Email</b>	peterc.cowan@carleton.ca
<b>Office hours</b>	Wednesday 1:00 PM - 3:00 PM
<b>Class</b>	Tuesday 2:35 PM – 5:25 PM Tory 360
<b>Text</b>	Global Business Today, 3 <sup>rd</sup> Canadian edition, Charles Hill and Thomas McKaig Boston: McGraw-Hill Ryerson, 2012.

**Course 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, which 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.

**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.

**Course Restrictions:** Open to all programs except B Comm. and BIB students.

**Course Prerequisites:** n/a

**Grading Scheme:**

<b>Individual</b>	Assignment #1	20%
	Assignment #2	20%
	Midterm Exam	20%
	Final Exam	40%
	<b>Total</b>	<b>100%</b>

Your final course grade will be a weighted average of each of the grading scheme components. Please ensure that all submissions include name and student number.

- Assignment #1: Each student will submit a country analysis into the Assignment #1 folder in cu Learn by 8:00 AM on February 11. Detailed requirements for the assignment will be posted on cu Learn.
- Assignment #2: Each student will submit a company analysis of a firm with international operations into the Assignment #2 folder in cu Learn by 8:00 am on April 1. Detailed requirements for the assignment will be posted on cu Learn.

**If the midterm is missed** due to medical reasons and a medical certificate completed by a physician is provided to the instructor, the weight of the midterm will be added to the final exam.

**Communications with Instructor:**

Please use instructor's email (peterccowan@cmail.carleton.ca) and note that as per Carleton policy, I can only answer student emails sent from Carleton connect accounts. When possible, I will endeavour to answer all emails within 24 hours. If I receive an email that was not sent from a Carleton connect account or if the email is not in an appropriate business format, I will simply hit the reply button and you will receive your email back again.

**Satisfactory In – Term Performance:**

The student **MUST** participate in ALL items of the Grading Scheme in order to get a passing grade. Failure to do so will result in failing the Course. Supplemental and grade raising exams are not available for this course. Students must record, double check and observe all due dates for assignments and exams.

**Late Assignment Policy:**

To ensure fairness to all students, penalties will be applied to late assignments. Failure to submit

an assignment on time will result in an initial penalty of ten (10) percentage points on the first day, followed by an additional five (5) percentage points per day thereafter. For example, an assignment that would normally merit a grade of 80% would receive a grade of 70% if submitted after the deadline on the due date, 65% if submitted the following day, and so on. Assignment #1 has an absolute submission cut-off date and time of Midnight February 16, and Assingment #2 has an absolute submission cut-off date and time of midnight April 6.

**Policy on Mobile Devices:**

The use of mobile communications devices such as cellular phones is NOT PERMITTED in this class. It is disruptive to the instructor and class members. If you carry such a device to class, please make sure it is turned off. In the case of laptops, please ensure that they are used for class related activity only.

**BUSI 2701 D Course Schedule:**

Lecture	Date	Topics/Agenda	Pre-class Prep
1	Jan 7	Introduction & Course outline  Globalization	None
2	Jan 14	Globalization (cont'd) Macro environmental country differences <ul style="list-style-type: none"> <li>• Political</li> <li>• Economic</li> <li>• Legal</li> <li>• Culture</li> </ul>	<b>Read:</b> Text Ch. 1 including cases <b>Read:</b> Text Ch. 2 including cases <b>READ:</b> Text Ch. 3
3	Jan 21	Why engage in international trade? <ul style="list-style-type: none"> <li>• International trade theory</li> </ul>	<b>Read:</b> Text Ch. 5 including cases
4	Jan 28	The international trading system	<b>Read:</b> Text Ch. 6 including cases
5	Feb 4	Foreign direct investment	<b>Read:</b> Text Ch. 7 including cases
6	Feb 11	Regional economic integration <b>Assignment #1 due at 8AM, final cut off for delivery (Midnight, Feb 16)</b>	Read: Text Ch. 8 including cases
	Feb 18	No Class Winter Break	

7	Feb 25	Midterm Exam	
8	March 4	The strategy of international business	<b>Read:</b> Text Ch. 11 except pages 390-396, including cases
9	March 11	Modes of entry (e.g. joint ventures)	<b>Read:</b> Text Ch. 12 plus pages 390-396, including cases

10	March 18	Global marketing and R&D	<b>Read:</b> Text Ch. 14 including cases
11	March 25	Global production and logistics	<b>Read:</b> Text Ch. 15 including cases
12	April 1	Global human resource management <b>Assignment #2 due at 8AM, final cut off for delivery (Midnight, April 6)</b>	<b>Read:</b> Text Ch. 16 including cases
13	April 8	<b>TBD</b>	

**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.

**Medical certificate**

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

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

WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

### **Academic Regulations, Accommodations, Plagiarism, Etc.**

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 Accommodations**

#### **Academic Accommodations for Students with Disabilities**

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and 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 me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

#### *For Religious Obligations:*

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the

Equity Services Department for assistance.

*For Pregnancy:*

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

**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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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 <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

**Assistance for Students:**

Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): [www.carleton.ca/sasc/peer-assisted-study-sessions](http://www.carleton.ca/sasc/peer-assisted-study-sessions)

**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.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>