



BUSI 2701E
Fundamentals of International Business
Winter 2014

Class: Fridays 2:35 – 5:25 pm TB342
Instructor: Diane A. Isabelle, P.Eng., MBA, PhD.
Office: DT1707
Email: diane.isabelle@carleton.ca
Office Hours: Fridays 1:00 – 2:00 pm.
Text: Global Business Today, 3rd Canadian edition;
Hill, Charles W. L., & McKaig, Thomas; Canada: McGraw-Hill
Ryerson Ltd, 2012. ISBN 0070401799.

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 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.

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 students except Bac. of International Business students.

Course Prerequisites: n/a

Grading Scheme:

Individual	Assignment #1	20%
	Assignment #2	20%
	Midterm Exam	20%
	Final Exam	40%
	Total	100%

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.

Assignments

Assignment #1: Each student will upload on CuLearn a country analysis at the beginning of class on the due date indicated in the Course Schedule below. Detailed requirements for the assignment will be posted on CuLearn.

Assignment #2: Each student will upload on CuLearn a company analysis of a firm with international operations at the beginning of class on the due date indicated in the Course Schedule below. Detailed requirements for the assignment will be posted on CuLearn.

Late assignments are not accepted.

Midterm Test and Final Test

The midterm test 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 and materials covered in the classes. Students who are unable to write the midterm exam due to a certified illness will have the weight of the midterm exam added to their final test. The final test will be held during the formal exam period and will be based on the textbook chapters and all lectures and materials covered in class (with an emphasis on material covered subsequent to the midterm for multiple choice questions).

Communication

Information will be communicated during class on a regular basis. In addition, this information will be posted on CuLearn. This site will be the primary source for course materials including announcements, assignments, supplemental lecture slides, etc. Therefore, please check the course CuLearn site very regularly. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on CuLearn as soon as possible.

Email Policy

I will aim to answer your emails within 24 hours. For questions that have already been covered in class, please review the course outline and other documents posted on CuLearn, and use the CuLearn course discussion group to find out whether your classmates can assist you. Note that Carleton University requires that you use your Sprott email account.

Wireless Devices and Laptop Usage

The use of wireless devices and laptops is only allowed for activities related to the class. Inappropriate use of your wireless/laptop in class will be noted and will affect your grade.

BUSI 2701E Course Schedule

Lecture	Date	Topics/Agenda	Pre-class Prep
1	Jan 10	Introduction & Course outline Globalization	Read: Text Ch. 1 Cases: The Global Grocer; Tim Hortons; Adidas-Salomon.
2	Jan 17	Macro environmental country differences <ul style="list-style-type: none">• Political• Economic• Legal• Culture	Read: Text Ch. 2 Skim: Text Ch. 3 Cases: India; Venezuela; McDonald's in India (ch.3); Walmart's foreign expansion (ch.3).
3	Jan 24	International Trade Theories	Read: Text Ch. 5 Cases: Ecuadorean rose industry; Indian software industry.
4	Jan 31	The international trading system	Read: Text Ch. 6 Cases: Banana wars; Government tax incentives.
5	Feb 7	Foreign direct investment Assignment #1 due	Read: Text Ch. 7 Cases: Starbucks; Lakshmi Mittal.
6	Feb 14	Regional economic integration	Read: Text Ch. 8 Cases: European energy market; Deutsche Bank; Grameen/ABN AMRO.
	Feb 21	Winter Break – NO classes ☺	
7	Feb 28	Midterm exam	(2 hours, no lecture afterward)

8	March 7	Global strategy	Read: Text Ch. 11 except pages 390-396. Cases: Coca-Cola; Ikea.
9	March 14	Modes of entry	Read: Text Ch. 12 plus pages 390-396. Cases: General Electric; Canadian banks in the USA.
10	March 21	Global marketing and R&D	Read: Text Ch. 14 Cases: P&G; Levi Strauss.
11	March 28	Global production, Outsourcing and Logistics	Read: Text Ch. 15 Cases: Timberland; Mining industry.
12	Apr 4	Global human resource management Assignment #2 due	Read: Text Ch. 16 Cases: Molex; Coca-Cola; Interface.

Additional Information

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.

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 (See above)

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 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

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

Peer Assisted Study Sessions (PASS): 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/>
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