



CARLETON UNIVERSITY
BUSI 2701 / A
2022 / SUMMER
FUNDAMENTALS OF INTERNATIONAL BUSINESS

Instructor: Harry Chhina, PhD.

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Course meets: Mondays & Wednesdays, 18:05 – 20:55 @ Nicol 4010

Office Hours: By appointment - Online

TA: Khalid Al-Ani

TA Email: khalidalani@cmail.carleton.ca

Modality of Instruction

This is a synchronous class that will require physical attendance in class. Exceptions will be made for online attendance with prior approval of the instructor. I will post essential material (e.g., Presentation slides) on Brightspace.

Course Calendar description from the 2021/2022 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.

Precludes additional credit for BUSI 1701, BUSI 2703.

Prerequisite(s): BUSI 1800.

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, regional economic integration, and global strategy and marketing.

Learning Objectives

- Understand why countries and businesses engage in international trade.
- Understand the economic, legal, political and cultural aspects of the environments in which multinational businesses operate.
- Become familiar with regional economic organizations such as the European Union, and International Trade Organizations such as the World Trade Organization.
- Understand how basic business functions (e.g. marketing) are affected when operations involve multiple countries and cultures.

Textbook and Readings:

- Global Business Today, 6th Canadian edition; Charles W. L. Hill, G. Tomas M. Hult, Thomas Mckaig; Frank Cotae : McGraw-Hill Ryerson Ltd, 2021. ISBN 978-1260326864.
- Any additional readings will be posted on Brightspace in the weekly schedule

Summary of Course Requirements & Methods of Evaluation

Description of assignment	Value	Due date
Individual - 4 x Quizzes	20%	As per schedule
Individual - Assignment # 1	20%	20 July
Individual - Assignment # 2	20%	10 Aug
Individual - Final exam	40%	Formally scheduled
Total	100%	

Your final course grade will be a weighted average of each of the grading scheme components. Submission of each component is needed to pass the course. A summary description of each

of the assignments is mentioned below; detailed instructions will be available on Brightspace.

Quizzes

- Each quiz will consist of 25 multiple choice questions (MLQs). These quizzes will be conducted in class as per course schedule.

Assignments

- Assignment #1 is an evaluation of a country for potential investment from Canada.
- Assignment #2 is an evaluation of a specific company engaged in international business.
- Detailed requirements for the assignments will be posted on Brightspace.
- Late assignments will result in penalties @20% for each 24 hour cycle after due time unless my prior approval on the accommodation has been obtained.

Final Exam

The Final exam will be held during the formal exam period as per schedule. It will have multiple types of questions from the book chapters covered in class.

Communications

Information will be communicated through Brightspace which will be the primary source for course materials including announcements, assignments, supplemental lecture slides, etc. Therefore, please check the course Brightspace very regularly.

Email Policy

I generally answer emails within 24 hours. However, before emailing, please review the course outline and other documents posted on Brightspace, and use the Brightspace course discussion forum to find out whether your classmates have already raised the question or can assist you. Note that Carleton University requires that you use your Carleton email account. Please indicate the course and section in the subject line for easy reference .

Course Schedule

Class	Date	Topic	Readings
1	04 Jul	Course Introduction Globalization	Text Ch. 1
2	06 Jul	Country Differences in Political economy The Cultural Environment	Text Ch. 2 Text Ch 3
3	11 Jul	Quiz # 1 (Chapters 1, 2, 3) International Trade Theories	Text Ch. 5
4	13 Jul	Govt Policy and International trade	Text Ch. 6
5	18 Jul	Foreign direct investment	Text Ch. 7
6	20 Jul	Regional Economic Integration Assignment #1 due	Text Ch. 8
7	25 Jul	Quiz # 2 (Chapters 5,6,7,8) Foreign Exchange Market International Monetary System	Text Ch. 9 Text Ch 10
8	27 Jul	The Strategy of International Business	Text Ch. 11
9	03 Aug	Entering Developed and Emerging Markets	Text Ch. 12
10	08 Aug	Quiz # 3 (Chapters 9,10,11,12) Exporting, Importing & Countertrade Global marketing and R&D	Text Ch. 13 Text Ch. 14
11	10 Aug	Global production, Outsourcing & Logistics Global HRM	Text Ch. 15 Text Ch. 16
12	15 Aug	Quiz # 4 (Chapters 13, 14, 15, 16) Assignment #2 due	

Note: Final exam will be held as per Exam Schedule published by Scheduling and Examination Services

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.

Grades

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:

a) Pregnancy obligation

Please contact your instructor with any requests for academic accommodations 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

b) Religious obligation

Please contact your instructor with any requests for academic accommodations 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

c) 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

d) 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/

e) 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 accommodations 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/>

Center for Student Academic Support

The Center 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:

- I. Students must always retain a hard copy of all work that is submitted.
- II. All final grades are subject to the Dean’s approval.

III. 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 <http://carleton.ca/ccs/students/>