



**BUSI 2701B**  
*Fundamentals of International Business*  
**Fall 2014**

<b>Instructor</b>	Chris Atkins, MA, DPhil, MBA, CPhys MIOp, CEng MIET
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<b>Office hours</b>	Monday 07:30 – 08:30, 11:30 – 12:30
<b>Class</b>	Monday 08:35 - 11:25, Location tbc
<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 which 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 Prerequisites:** n/a

**Grading Scheme:**

<b>Individual</b>	Assignment #1	20%
	Assignment #2	20%
	Midterm Exam	20%
	Formally Scheduled 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 your name and student number. Grades are non-negotiable.

- Assignment #1: Each student will submit a country analysis into the Assignment #1 Dropbox in cuLearn by 8:00 am on 20<sup>th</sup> October. Detailed requirements for the assignment will be posted on cuLearn. Submissions must be in the format specified in the requirements.
- Assignment #2: Each student will submit a company analysis into the Assignment #2 Dropbox in cuLearn by 8:00 am on 8<sup>th</sup> December. Detailed requirements for the assignment will be posted on cuLearn. Submissions must be in the format specified in the requirements.

**Late assignment policy:**

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 test).

**Satisfactory in-term performance**

1. Unless otherwise stated below in item #2, the requirement for Satisfactory In-term Performance is set at 50% of all, not each, pre-final term work (i.e. assignments, participation marks, tests etc.).

2. The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):
  - a. <insert list here if applicable>
3. Unsatisfactory In-term Performance in this course will lead to failure in this course (regardless of the performance at the Final exam or final project) Yes  No   
FND grade in this course (in case of missed Final exam or project) Yes  No

**Communications with instructor:**

Please use the instructor's email ([christopher.atkins@carleton.ca](mailto:christopher.atkins@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.

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.

Please ensure that any communication is clearly expressed, as if it were a business communication, and as briefly as possible.

**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. Inappropriate use of your wireless/laptop in class will be noted and will affect your grade.

**Course Schedule:**

<b>Lecture</b>	<b>Date</b>	<b>Topics/Agenda</b>	<b>Mandatory pre-class preparation</b>
1	8 <sup>th</sup> September	Introduction & course outline The global economy	
2	15 <sup>th</sup> September	Globalization and trade Characteristics of international businesses	<b>Read:</b> course text, chapter 1
3	22 <sup>nd</sup> September	Country business environment	<b>Read:</b> course text, chapters 2 and 3
4	29 <sup>th</sup> September	International trade theory	<b>Read:</b> course text, chapter 5
5	6 <sup>th</sup> October	The international trading system	<b>Read:</b> course text, chapter 6
	13 <sup>th</sup> October	<b>Thanksgiving – no class</b>	
6	20 <sup>th</sup> October	Regional economic integration <b>Assignment #1 due</b>	<b>Read:</b> course text, chapter 8
	27 <sup>th</sup> October	<b>Fall break – no class</b>	

7	3 <sup>rd</sup> November	<b>Midterm Exam</b>  <b>2 hours (no lecture afterwards)</b>	
8	10 <sup>th</sup> November	Finance of international business	<b>Read:</b> course text, chapter 7
9	17 <sup>th</sup> November	The strategy of international business Modes of entry	<b>Read:</b> course text, chapters 11 and 12
10	24 <sup>th</sup> November	Global marketing and R&D	<b>Read:</b> course text, chapter 14
11	1 <sup>st</sup> December	Global production and logistics	<b>Read:</b> course text, chapter 15
12	8 <sup>th</sup> December	Global human resource management <b>Assignment #2 due.</b>	<b>Read:</b> course text, chapter 16

### **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      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, 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 2014 exam period is November 7, 2014 and for the April 2015 exam period is March 6, 2015.

#### *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/>
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## **Important Dates**

### **September 2**

Fall Term Begins.  
Orientation for Teaching Assistants.

### **September 2-3**

Academic Orientation. All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

### **September 4**

Fall and fall/winter classes begin.

### **September 17**

Last day of registration for fall term and fall/winter courses.  
Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

### **September 26-28**

Summer deferred final examinations to be held.

### **September 30**

Last day to withdraw from Fall term and Fall/Winter courses with a full fee adjustment. Withdrawals after this date will create no financial change to Fall term fees (financial withdrawal).

### **October 10**

December examination schedule (fall term final and fall/winter mid-terms) available online.

### **October 13**

Statutory holiday, University closed.

### **October 27-31**

Fall break. Classes are suspended.

### **November 7**

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for December examinations.

### **November 24**

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

### **December 8**

Fall term ends  
Last day of fall-term classes.  
Last day for academic withdrawal from fall term courses.  
Last day for handing in term work and the last day that can be specified by a course instructor as a due date

for term work for fall term courses.

**December 9**

No classes or examinations take place.

**December 10 – 21**

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

**December 21**

**All take home examinations are due**

**December 25 to January 2**

University closed

**January 5**

Winter-term classes begin.

**January 16**

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.

Students who have not deposited (via automated upload) the final copy of their thesis to the office of the Faculty of Graduate and Postdoctoral Affairs must register.

**January 31**

Last day for a fee adjustment when withdrawing from Winter term courses or the Winter portion of two-term courses. Withdrawals after this date will create no financial change to Winter term fees (financial withdrawal).

**February 13**

April examination schedule available online.

**February 13-21**

Fall-term deferred examinations will be held

**February 16**

Statutory holiday, University closed.

**February 16-20**

Winter Break. Classes are suspended.

**March 1**

Last day for UHIP refund applications for International Students who will be graduating this academic year.

Last day for receipt of applications from potential spring (June) graduates.

**March 6**

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.

**March 24**

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

**April 3**

Statutory holiday, University closed.

**April 8**

Winter term ends

Last day of fall/winter and winter-term classes.

Last day for academic withdrawal from fall/winter and winter-term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

**April 9-10**

No classes or examinations take place

**April 11-23**

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all 7 days of the week.

**June 8-18 (including Saturdays)**

Fall/winter and winter term deferred final examinations will be held.